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BILLBOARD

ADVERTISING

A
Magazine
for
Business Men
who
think.



January, 1896.

Classified Advertisements.

Classified Advertisements

EXPERT AD WRITERS.

POSTER PRINTERS.

BILL POSTERS' DIRECTORY.

DISTRIBUTERS' DIRECTORY.

Advertisements under this head \$1.50 per year in nonpareil. In bold-face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 25c. per line. All advertisements amounting to \$1.50 and over include a year's subscription free.

Advertisements under this head \$1.50 per year, in year in nonpareil. In bold-face type, \$3.00 per year. Display advertisements not exceeding 7 lines, twenty-five cents per line. All advertisements amounting to \$1.50 and over include a year's subscription, free.

Two line Display Advertisements under this heading, 25c. for one insertion, 60c. for three insertions, 15c. for four insertions, \$1.00 for six insertions. Larger cards, 10c. per agate line.

We can guarantee that advertisers will receive honest, reliable service from any firm or person whose advertisement appears in the following list. No advertisements received from minors. References as to honesty and integrity must accompany all applications for space.

Archer, Addison, 706 Girard Bldg., Philadelphia, Pa. Archibald, David B., 73 Nassau st., New York City, N. Y. Aschenfeld, Havre-de-grace, Md. Bagley, F. B., 212 South 15th st., Philadelphia Pa. Ball, Burt, 314 Union Trust Bldg., St. Louis, Mo. Bates, Charles Austin, 1413-1415 Vanderbilt Bldg., New York, N. Y.

Albion Printing Co., Hartford, Conn. Carter Litho Co., Detroit, Mich. Cameron Show Printing Co., 57 Ann, New York Central City Show Printing Co., Jackson, Mich. Central Litho and Eng Co., 140 6th ave, New York Central Show Printing Co., 143 Monroe, Chicago Correspondent Show Printing Co., Piqua, Ohio Courier Printing Co., Brantford, Ontario Courier-Journal Job Rooms, Louisville, Ky. Courier Show Printing Co., Buffalo, N. Y. Cor's Sons, John, Gay and Pratt, Baltimore The Donaldson Litho Co., Cin'ti, O. Richner & Co., Baltimore Empire Show Printing Co., 73-75 Plymouth Place, Chicago

Albuquerque, N. M. Pop. 10,000. The Hudson Adv. & Bill Posting Co. own and control all bill boards. Also do distributing, tacking, fence painting, mailing.

Boise, Idaho, Spaulding & Gordon, Reliable Distributors and Sign Tackers. We pay rent for our locations and can guarantee.

Barless, C. J., Rose, N. Y. Busy Bee, 72 Adge, Boston, Mass. Brown, H. F., Paulsboro, N. J. Carleton, R. S., New Haven, Conn. Coffrain, L. D., Adams & Co., Buffalo, N. Y. Cohen, O., 135 Forest St., New York, N. Y. Corbett, E. A., care Post, Boston, Mass. Crawford, O. W., Advertising Manager, Masonic Temple, Chicago, Ills. Curran, R. L., 117 West 34th st., New York, N. Y. David, C. F., 67 Milk st., Boston, Mass. Day, Chas. H., Whitneyville, Conn. Decker, F. W., 155 Chambers st., Newburgh, N. Y. DeWolfe, W., 87 World Building, New York, N. Y. Fairbanks, W. L., Box 857, Philadelphia, Pa. Fowler, Nath. C., Tribune Building, New York, N. Y. Fowler, Frank Field, 13 School st., Boston, Mass. Gillam, Manley L., Hilton, Hughes & Co., New York, N. Y. Hubbard, J. S., Plymouth, Wis. Kenna, Hy, 240 East 33rd st., New York, N. Y. Kennedy, J. E., 421 B'd of Trade, Montreal, Can. Kirkpatrick, W. B., 513 So. Shippen St., Lancaster, Pa. Lewis, W. H., 111 Prospect Ave., Buffalo, F. Y. Long, F. R., 419 Fifth st., Washington, D. C. Manning, Ulyses G., South Bend, Ind. Marsh, Chas. H., 915 Chamber of Commerce, Chicago, Ills. Marston, Geo. W., Portsmouth, N. H. Mathews & Lewis, 501 Main st., Kansas City, Mo. Moses, Bert M., Box 283, Brooklyn, N. Y. Newitt, J. C., Stanton, Los Angeles, Cal. Quigg, Chas. J., Farmington, Me. Patterson, Will J., 125 1/2 W. 3d Los Angeles, Cal. Paine, A. W., Traverse City, Mich. Payne, Theo. E., 2519 Master st., Philadelphia, Pa. Scarborough, Jed, 48 Arbuttle Bldg, Brooklyn, N. Y. Smith, E. L., Codman Bldg., Boston, Mass. Smith, F. M., C. Equitable Bldg., Baltimore, Md. Smith, Chas. Hite, Knoxville, Tenn. Star Ad. Writing Bureau, Evening Star Bldg., Washington, D. C. Spencer, C. H., Advocate Bldg., Newark, Ohio. Stewart, W. C., 414 Elm Ave., Philadelphia, Pa. Stump, Frank V., Goshen, Ind. Subers, J. H., 4 New Chambers st., New York, N. Y. The News Press, 114 Nassau st., New York City, N. Y. Wady, Clifton S., Room 81, 27 School st., Boston, Ward, Artemas, Lincoln Bldg., Union Sq., N. Y. Wasson, J. B., 270 W. 34th St., New York, N. Y. Wheatley, E. A., Effective Advertising, N. Y. Life Bldg., New York, N. Y. Wheeler, M. J., 86 So. 10th St., Philadelphia. Wilder & Co., 62 Market St., San Francisco, Cal. Williams, R. L., Loan & Trust Building, Washington, D. C. Winchester, H. Frank, 162 Ashford St., Brooklyn, N. Y.

Delaware, O. G. D. McGuire, City Bill Poster, Distributor

Cincinnati, O. Distributing. Reliable, prompt. Reference Population 350,000. Address, W. H. Steinbrenner, 313 Vine, Cincinnati, O. H. E. Meisner Distributing, sign tacking, South & Depot

Carthage, Mo. Pop. 10,000. Joseph Baratt, Distributer; Sampler and General Advertiser.

Hennegan & Co., Cincinnati, Ohio. Johnson, J. B., 48 Centre, New York Jordan Show Printing Co., 128 Franklin, Chicago Journal Job Rooms, Columbus, O. Ledger Job Office, 605 Sansom, Philadelphia Libbie Show Print, Boston, Mass. Lick Show Print, Fort Smith, Ark. Lister & Maass, 222 Centre, New York Maubert's Printing House, New Orleans, La. Metropolitan Printing Co., 222 W. 26th, New York Miner Litho Co. The H. C. 342 west 14th st., New York Morgan, W. J. & Co., St. Clair, Cleveland Morrison Show Print, Detroit, Mich. National Printing & Eng. Co., Chicago Orcutt Litho Co., Chicago Pioneer Printing Co., 112 Jefferson, Seattle, Wash. Planet Show Print, Chatham, Ont., Canada. Richardson & Poon, 112 4th Ave, New York Riverside Printing Co., 216 3rd, Milwaukee, Wis. United States Printing Co., Cincinnati What Cheer Show Printing Co., Providence, R. I. Waterburn Show Print, 166 Clark, Chicago

Lexington, Ky. Ramsey & Co., Licensed Bill Posters and Distributers, White men do our distributing. Circulars \$1.50 per 1000, one in each house; if by book, \$2 to \$3 per 1000. Samples according to size. Satisfaction guaranteed

W. E. Patton, Corinth, Mass. Bill Poster and Distributer. Reference furnished. Box 79

Easton, Md. The Adv. Dist. Bureau, posts and distributes bills, signs and circulars, and all classes of advertising matter. John R. Thompson, Manager. Box 118.

Morgan, W. J. & Co., St. Clair, Cleveland Morrison Show Print, Detroit, Mich. National Printing & Eng. Co., Chicago Orcutt Litho Co., Chicago Pioneer Printing Co., 112 Jefferson, Seattle, Wash. Planet Show Print, Chatham, Ont., Canada. Richardson & Poon, 112 4th Ave, New York Riverside Printing Co., 216 3rd, Milwaukee, Wis. United States Printing Co., Cincinnati What Cheer Show Printing Co., Providence, R. I. Waterburn Show Print, 166 Clark, Chicago

Meridian, Miss. Pop. 15,000. L. D. Homer, City Bill Poster & Distributer

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Northfield, Minn. Pop. 4,000. H. U. Ensign, Bill Poster and Distributer. Board capacity, 900 sheets

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Newport, Ky. G. H. Oting & Son, Own and control all boards. Good Service.

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Palatka, Fla. W. S. Nugent, Bill Poster and Distributer

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Shelbyville, Ind. T. F. Chaffee & Son County and City Bill Posters & Distributers

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BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

VOL. V, No. 1. CINCINNATI, JANUARY 1, 1896. PRICE 10 CENTS. PER YEAR, \$1.00.

TWIXT THE OLD AND NEW.

One backward glance, and now we stand on the threshold; with one hand we hold the latch to close the door of the old year; one glance before, and with the other hand we clasp with fearful heart and trembling grasp, the key that shall unlock the fate, that waits beyond the New Year's gate.

Pennsylvania Bill Posters Meet.

The regular meeting of the Pennsylvania Bill Poster Association was held at Allentown, Pa., on Monday Dec. 23. President John D. Fisher in the chair, at the Hotel Allen parlors, those present were: N. E. Worman, Allentown John D. Misher, Reading; H. A. Gorman, Beth'gner, Bradford; R. E. Hangee, Pittston; G. Reese, Scranton; W. J. Silverstone, Honesdale; S. H. Robinson, Philadelphia; Geo. H. Hubbard, Williamsport; G. W. Hamersly, Hazleton. The minutes of the previous meeting were read and approved, after which the Committee reports were received. Committee on Investigation report Byrne & Mitchell, of Carbonate is not reliable, and recommended that they be dropped from the books of the Association. Treasurer M. H. Burgunder reports the treasury is not overflowing, but the indications for a healthy increase were good.

MURAL SIGNS AND PAINTED BULLETINS

Advertisements under this head \$1.50 per year in nonpareil. In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 25c. per line. All advertisements amounting to \$1.50 and over include a year's subscription free.

STREET CAR ADVERTISING.

Advertisements under this heading \$1.50 per year in nonpareil. In bold face type, \$3.00 per year. Display 25 cents per line. All advertisements amounting to \$1.50 and over, include a year's subscription free.

Some Interesting Correspondence.

San Francisco, Dec. 16, 1895. Editor BILLBOARD ADVERTISING, Cincinnati, Ohio. Dear Sir—In the subject matter involving the Official Organship of your Journal in the interests of the Association, as set forth in the Christmas number, I can see "the beginning of the end" if you will take the trouble to glance over the proceedings of the Fourth Annual Convention of the A. B. P. A., session of 1894, pages 11 to 14; also on 31 of printed proceedings of the session (also 1893, page 92), you will note that the same spirit of foolish individualism in relation to affairs of interest to the craft, that seems to characterize the proceedings of the recent New York convention.

Some Interesting Correspondence.

This course leads them into all sorts of folly, and will in the course of the near future tend to disrupt the entire system of organization I am glad to see the stand taken by BILLBOARD ADVERTISING, and I would like to say simply that when in conversation with one of the largest advertisers in the world while East last year, I asked as to the effect of the Bill Poster's prices and methods, I was told in a most significant manner, "We don't have to post" if Bill Posters and Contractors will work in harmony on the plan outlined by Mr. Gude, for the attainment of "honest service at a fair and equitable rate," the advertisers all the world over will gladly avail themselves of the advantages presented by the Bill Poster's medium, to the value of which the aforesaid advertisers are not blind. A bill poster is no more fitted to be a successful obtainer of large business, than an actor is capable of being a good business manager for himself. There are, of course, some exceptions, but as a rule the good actor is popular according to the wisdom of his manager. It is Gude's business to dig up business for the Bill Posters, and it is their business to take it. It pays Gude to get the best possible figure consistent with the service, and he achieves success only in proportion as he renders good service, and being a broad gauge man accustomed to large transactions he aims to unite the mutual interests of all concerned for the sole purpose of inducing the advertiser to post bills. I will accept anything Gude does in my name, for the entire Pacific Coast States, from Salt Lake to Albuquerque, and will strain a point to give him the best possible service through all the bill posters everywhere, because I recognize in his position "the power behind the throne," and I know he exerts that power intelligently and for the common good.

Some Interesting Correspondence.

It seems to me that the four letters herewith make an effective object lesson for the consideration of the many Bill Posters in small towns. Messrs. Spaulding & Gordon are seemingly new in the business but are keenly alive to whatever appears to offer them proper business. Respectfully yours, ARTHUR M. PLATO. Boise City, Idaho, Sep. 23, 1895. Secretary Pacific Coast Posting Ass'n, San Francisco, Cal. Dear Sir—Kindly send us any information at your command regarding your association, a copy of the by-laws, and an application for membership. We are interested in anything that appertains to the craft and its welfare, and we think that no better means exist, of promoting the welfare of bill posters than lies through the medium of an association. Our Mr. Spaulding is a member of the Associated Bill Posters' Association, and is an old hand at the business. We wish to join the Coast Association as a company, and will be pleased to hear from you. Very truly yours, SPAULDING & GORDON.

Some Interesting Correspondence.

San Francisco, Sept. 26, 1895. Messrs. SPAULDING & GORDON, City Bill Posters, Boise, Idaho. Gentlemen—Herewith please find copy of by-laws as requested, also blank Application of Membership, which, when filled out, will be acted on, and in all probability will result in giving you a certificate at an early date. I have just sent some "Boraxaid" paper to your city, addressed to City Bill Poster, which will doubtless fall into your hands and receive prompt attention if you desire me to act for you here, please fill out blank herewith and return same, return it in any case, whether signed or not. The recently adopted rate of 7 cents per month, as made by the A. B. P. A. at Detroit, will not hold good on the coast, although it may be forced in some of the larger cities in the East I have been all through that matter before, as will be seen by reference to the Proceedings of the National Organization of 1893-34. Respectfully, A. M. PLATO. Albany, N. Y., Oct. 5, 1895.

Some Interesting Correspondence.

MR. A. M. PLATO, 136 Sansom St., San Francisco, Cal. Dear Sir—Yours of the 26th, ultimo, to Spaulding & Gordon, was referred to me, and I have advised them not to take the work for less than the regular Association rates. Through your actions the California State Association was dropped from membership, and I told you then we could get along without you, and I tell you so now. Your President, Mr. G. P. McLain, of Los Angeles, Cal., is a member of our Association in good standing, and I dare say you would not ask him to cut prices. Surely the prices adopted by us in Detroit, won't hold good if solicitors like yourself, do as you do, in discouraging business. You have never tried to make the two Associations work together; on the other hand, you have done everything in your power to widen the chasm, and I will make an extra effort to get members from your state, and by working with your President, we may accomplish the desired end by bringing the two Associations together once more. This I say to you in a friendly manner, there is no malice whatever intended, only, for the good of our craft, whether members or not of the Association. With best wishes, I remain, Respectfully yours, J. BALLARD CARROLL, Secretary.

Some Interesting Correspondence.

ARTHUR M. PLATO, San Francisco, Cal. Dear Sir—Since communicating with you relative to acting for you in the matter of bill posting, we have looked up and after due deliberation, have joined the Inter-State Bill Posters Protective Association, whose schedule is four (4) cents per sheet for a thirty days guaranteed display. We have found that where we might obtain the Associated price of seven (7) cents from our local merchants, it shut out all foreign advertisers, especially from a city of this size. We want this advertising, and hence we have joined an association whose avowed object is to secure work for the smaller poster. Now we would like you to act for us in the capacity of Solicitor, and will be pleased to allow you 10 per cent for such service. Very truly yours, SPAULDING & GORDON. Auburn, N. Y., Dec. 13, 1895. Editor BILLBOARD ADVERTISING. I want it understood that I want no more to do with that State Association that throws me into their office, and I shan't run my business independent of them, and all on my own hook. I own all billing privileges in the city of Auburn, as I see by your Christmas number a party secured a local contract for bill posting, and he has not. I have the only Bill Posters office in Auburn; they misrepresent it to the public in no opposition whatever. I control all billing privileges, and always have done so, and work for all that comes my way. I established the business here in 1865, and have run it ever since, and have always done good, square work. I shall patronize BILLBOARD ADVERTISING, and will be pleased to hear from you. Yours in haste, L. W. EATON.

Some Interesting Correspondence.

Denver, Col. Dec. 27, 1895. Editor BILLBOARD ADVERTISING, 127 R. 8th St., Cincinnati, O. Dear Sir—Your handsome Christmas number came to hand, and all in the office were anxious to read it at the same time. It is quite an improvement on the last Christmas number, and I hope that it will grow from time to time. The ad of the Curran Company had a very choice position, at the top of the post's page, and the paper from front to back, is full of good, newsy articles.

Some Interesting Correspondence.

We consider that the Gunning ad was the best ad in the paper. The ad of our friend Donnelly was a good one, but he spoiled it by putting too much reading matter on each side of it, and by the time the reader goes through with this ad he would forget what he was reading about. The ad of Ramsey & Co. was also a good one, but the ad of The O. J. Gude Company is right to the point, and the action and words of the cut no doubt will accomplish the object it is intended for. I notice in the issue of Printer's Ink, December 13, 1895, a very good article on bill posting, from McCann, the Bowery hatter, where he expresses himself freely that the use of posters has done him a great deal of good, and every little while he has positive proof of getting direct returns, by people coming in and calling for a "Chauncey Dewey" hat, or some other hat that is represented on the head of some prominent man whose photograph is lithographed on his posters. He also states that a small amount of his trade comes from his neighbors. Ninety per cent of his trade comes from people away outside of his neighborhood, and from the best portions of the city of New York, also Brooklyn and Jersey.

Some Interesting Correspondence.

Now I think if the local bill posters of the different cities would have these articles reproduced in circular form, and solicit their local trade from whatever line it may apply to, that he would increase his business a great deal. In Denver we have some of the largest dry goods houses and other first-class business men, doing posting, who never did it before, by simply arguing the question fairly with them, and the most reserved houses in any city of any size, will do bill posting if it is properly explained to them. I think that if BILLBOARD ADVERTISING could post copy articles that are directly interested in out-door advertising, from other journals, it would be of great service to the fraternity at large. There is another article in the same issue of Printer's Ink in regard to butchers' advertising, which we have copied and explained the advantages to one of our firms here, and secured a contract. Of course, the average bill poster must not expect that he can sit in his office or bill-room and secure a patient for anyone to come in and ask how much they will charge to post some bills for him, but he must get out, draw up designs, originate copy, spend a little money, go and see his local merchants personally, or have some other intelligent person do so, and by so doing he will find in a short time a wonderful increase in his business. Then when he secures a local contract for bill posting, do it as well as possible, throw in some extra work, blank off his merchant's paper nicely and as soon as it is out, send him a list or go and see him and see his local merchant personally, or have some other intelligent person do so, and by so doing he will find in a short time a wonderful increase in his business. Then when he secures a local contract for bill posting, do it as well as possible, throw in some extra work, blank off his merchant's paper nicely and as soon as it is out, send him a list or go and see him and see his local merchant personally, or have some other intelligent person do so, and by so doing he will find in a short time a wonderful increase in his business. The local bill poster should never talk a one month's contract for bill posting, and a year's contract would be a great deal better, because advertising for one month on the billboards you simply commence to be notified by the average reader or consumer. The three or six months advertiser will always be more than satisfied with the returns that he will receive from bill posting. Yours truly, JAS. A. CURRAN.



J. P. FAGAN.

J. P. FAGAN.

Perhaps one of the best known and most universally popular men in the circus profession is the good-natured John P. Fagan. He is a man of whom one cannot speak in terms too flattering, for his experience in all branches appertaining to the advance of the "white tents" is almost unlimited. He has been ahead of everything from a "boat show," employing a total force of not more than ten people, including musicians, actors and the usual accessories who are required to conduct an enterprise of this kind, to the greatest amusement institution that any age has ever seen, namely the Barnum Show, and he has at all times given satisfaction of the highest degree. Last season he was the Railroad Contractor for the Walter Main Shows, and everyone in the least familiar with circus business knows how competent he proved himself as a railroad contractor. He is the oldest child in the "Franklin family" and adheres strictly to the "Franklin doctern." Rumor has him "signed" with several circuses for the season of 1896, so that it would really be a hard matter to tell what manager will be so fortunate as to secure his services. There is one thing about John that few circus agents can boast of saying, and that is that he has never been connected with an amusement enterprise that has not made money during his connection with it: as a consequence he has become known among his more intimate friends as the "Irish Mascotte."

M. B. RAYMOND.

The accompanying likeness is that of an agent of the late school, that is, his experience in advance of the "white tents" does not date back twenty years, in fact, about half that many years ago he entered the struggling mass of agents to make a name that has now placed him among the best of them. For the past two winter seasons he has been the business manager and press agent of the Fountain Square Theatre, in Cincinnati, and the very fact that his employer has several times increased his salary is the best recommendation that can be given him. During the tenting season of last year he was the press agent for the Walter Main Shows and did some very effective work.



M. B. RAYMOND.

LITHOGRAPHIC ADVERTISING.

"How shall the lithograph manufacturer advertise? If the subject of advertising were given a little more thought by these makers of other people's advertising there would not be so much idle machinery.

Lithographic products are unlimited in variety and all are well adapted to advertising their makers' business. We are strongly tempted to compare the lithographers to the blacksmith's horses and the shoemaker's children. They either advertise none at all, or in a lackadaisical, don't-care, half-way manner, altogether unworthy of the name of advertising.

The very first necessity of all advertising is to have the article to advertise, and this the lithographer has in abundance.

He must have a story to tell and must tell it often.

The poster lithographer can best reach the users of his products by emulating the example of these same users. They use billboards; and so should he. His posters are effective for them; they are more so for him. He produces them himself, and proclaims faith in the efficacy of his products when he uses them. His posters on the wall are examples of his work displayed in the best possible manner. Advertising of this sort is profitable to the manufacturer of lithographic posters.

The manufacturer of lithographic novelties has a means at his disposal of very effectively telling the prospective users of his work "all about it." The facilities at his command enable him to produce a circular, a folder, or any novelty. He produces them for others. He should use them himself for his own business. What better means can he have of obtaining publicity than in an attractive calendar

in the offices of the business men he desires to reach?

A lithographed circular or folder, stating facts and illustrated in the particular style of the establishment from which it emanates, is something to attract the attention of the users of such articles.

Thus is the entire range of lithographic products susceptible of advertising the lithographing business and creating more business. To sum it up it is only necessary to state that the best advertising for the lithograph manufacturer is a generous use of his own products, and those establishments so doing are the ones who are getting the business.

NEW SCHEMES.

The man who realizes that a broken down wagon left in the streets attracts more attention than it would if in good shape and moving, has invented a vehicle which collapses whenever the driver desires. The sides are covered with advertising and at the spot where travel is the thickest Mr. Driver throws the combination and breaks the axle. The wagon is left to be stared at and commented on as long as it is a curiosity. When the interest has abated, or the police get after it, "repairs" are made and another spot sought. This scheme seems to be confined to New York at present.

Paris has a novelty in the shape of a tricycle with corrugated tires which print an advertisement on the pavement. On the top of the wheel is an ink reservoir, supplied with a roller which inks the type, and at the bottom is a blower worked by the pedals, which is constantly blowing away the dust from the roadway in front of the wheel, so that it has a nice clean surface on which to impress its

advertisement. Of course this novel tricycle can only print on wood or asphalt; but as most streets of Paris are so paved, there is plenty of scope for it, and the ink, being of a brilliant color and very permanent, leaves its mark quite readable for days.

Experiments have lately been made in Switzerland with a view to putting the beautiful lakes of that country to some practical account. Hitherto these waters have been admired merely because of their natural beauty, but now some enterprising business men have devised a scheme by which they may be made useful for advertising purposes. The plan is to paint the words of the advertisement in big white letters on a black background. When sunk and securely held at the bottom of the lake the advertisement is perfectly legible, the reflection of the light on passing through the water bringing the words near the surface. It is announced that the experiments have been very successful.

Michigan is nothing, if not unique. This time the merchants in Muskegan and Kalamazoo have utilized the silver dollar as an advertising medium. They are not giving away the dollars, but are using them as billboards. They paste labels on the big silver cart wheels reading: "Take me back to Blank's store and get one dollar and five cents' worth of groceries for me." Citizens are complaining that the labels come off and stick to their pockets and that the gum makes the money unpleasant to handle. The United States district attorney was appealed to, but he says it is not against the law to so use coins, but he thought, from experience and from all he heard, that public opinion would indorse a law making such a use of the national coinage a crime.

FURNITURE DEALERS,

And How They Should Advertise.

Of all the various lines of retail trade none will derive more prompt, beneficial and permanent results from posters, painted bulletins and distributing matter, than the furniture dealer. No matter what town or what section of country he may be located in, the conditions are practically the same.

In utilizing posters, the pictorial styles printed and carried in stock by various printing houses, should be utilized. They are bright and catchy, attracting the attention and holding it until the advertisement they carry has been firmly impressed upon the memory. In putting them out, bill the town thoroughly, but reserve a sufficient amount to cover the adjacent country well, and change the poster and the advertisement about every six weeks.

Painted bulletins should be used sparingly, but in prominent locations, and they should be of the highest quality of artistic excellence. They may be reinforced by judicious outlay in fence and roadside signs in the country, especially on all roads leading to the city.

Distributing matter, carefully put out from house to house, also possesses great value, but it must be illustrated. This is a matter easily accomplished, as all manufacturers and wholesale dealers have cuts of the various articles they make or handle and are only too glad to loan the originals or electrotypes of them to retailers.

The Wells & Richardson Co., of Burlington, Vt., are confining their distributing to the New England States.

Some Criticism and Suggestions.

BY SAM W. HOKE.

"If a man ask advice of thee, find out the kind wanted, and give it him." This is one way to be popular. The man that offers honest criticism is more apt to make enemies than friends; as an instance I will state that I have been advertising for several years the cigars made by Mr. John Smith. (John Smith is not his name, but it will answer very well for this matter of comparison.) In the regular course of business I secured the advertising also of Mr. John Jones, a competitor of Smith's, and placed a considerable amount of his business, and incidentally smoked a good many of Jones' cigars. One day Jones and a number of his associates asked me for a candid opinion of his cigars as compared with Smith's. "You are a fair judge of a cigar," he said, "you smoke as many as the average man, now tell us candidly what you think of the Jones Cigar?" "Well," I replied, "if you are in earnest, and want my candid opinion, so far as my taste is concerned, I must say that your cigars are too heavy to suit me; this may be because I have smoked Smith's for several years, and that I have become more accustomed to their taste." Well, I managed to escape with my life, but the feeling of good-fellowship that had prevailed has disappeared, and now I get such business from Jones as I can do cheaper than anyone else.

And now I want to say that anything regarding the possible improvement of the billboard and of billboard advertising is in the interest of the bill poster, primarily, and in the interest of the advertiser only secondarily, for every improvement will result in increased business, and, in time, in higher prices.

Use better lumber; 6-inch tongued-and-grooved flooring will cost you a very little more than 12-inch fencing, but it will forever be free from cracks; a crack of an inch or even of a fourth of an inch will quickly result in torn paper, and the minute paper is torn it begins to lose its attractiveness.

Build your boards 10 feet high; some stands are not 10 feet high, but if the largest paper is furnished you it will come pretty close to covering that amount of space.

Build your boards 6 to 12 inches above the ground; this will prevent rains from splashing mud and dirt onto the bottom sheets.

Have a supply of clean white paper with which to cover the bottom of your boards under the stands; a soiled table cloth will sometimes spoil a good dinner, and a dirty fringe of old paper, or a paste-beamed edge of lumber, underneath a bright new poster, detracts very much from the beauty of the stand.

And now here comes a suggestion that will reduce the capacity of every board you have; every advertiser that has considered bill posting has remarked that all stands on the boards seem to run into each other; a very few have guarded against this by having their posters with a wide border all around, which when properly posted, separates their stand from all the others, and gives it the prominence that all stands should have. Careful as this man is, he is frequently horrified to find that his beautiful big

border is ruthlessly covered up by the man of paste, and other people's paper is jammed right up close to the lettering in his ad. I suggest a strip of white paper, say 12 inches wide, placed between all stands, wherever the size of the board will permit, except in cases where the posters furnished have borders.

When an advertiser furnishes you paper for a four-weeks' display, insist upon his supplying fifty per cent. additional to renew with—and then do your part by using it everywhere necessary. Some advertisers contract for a twelve-months' showing, and supply paper enough to renew not oftener than every two months; as a result their stands look shabby about half the time, and as a further result other advertisers cuss the billboards, and swear they will have nothing to do with them. I believe the bill poster would make more money by losing the occasional order that refuses sufficient renewal paper, than he makes on the order.

And now comes the question of covering dead paper; many an advertiser gives an order for two or three weeks with the expectation of securing an additional

eration, for ragged surroundings never did any advertiser any good; and it frequently keeps new people off who imagine that this ragged paper is still being paid for, and that their paper would be allowed to look as bad.

These improvements will cost something; and the advertiser will not be willing to pay any more on their account. But I believe that the bill poster that makes his spaces the most valuable to the advertisers will in course of time—and a short time at that—have every board he controls full of paper; and then he will hustle for more boards; and as soon as every vacant lot is covered he will have to begin to double-deck, in order to have spaces sufficient to accommodate his increasing business.

Now, honest-injun, don't you think so too?

BREWERS' ADVERTISING.

"It is not necessary to advertise my beer"; that is what many brewers have said. Then they have sat in their offices and watched the increasing business of their competitors who deemed it necessary

with the results. The effect of the posters is cumulative to a degree far beyond the numerical increase in stands. A thousand stands is not only ten fold better than a hundred stands, but a hundred fold better.

The brewer who uses posters commands the services of the best artists and gets the benefit of their genius. The wonderful effects of form and color are combined and brought into use for him.

The value of properly executed distributing matter intelligently put out is very great when used in conjunction with a thorough poster display. The posters tell the story in a manner which may be likened to an artillery bombardment. The circulars bring forward the argument and their effect may be compared to following up the bombardment by the assault of the infantry. Here, again, the brewer has it in his own hands as to quantity, expense and territory. The circular goes into the homes—all the homes or just as few or as many as he desires.

Not the least of the advantages of posters and distributing is that of economy. Used lavishly or sparingly they are the



Advertising Car No. 2 of The Greatest Show On Earth.

week or more without cost. I don't believe that any friendships were ever made by maliciously covering dead paper, but I would suggest that every bill poster should have a poster of his own—in fact a number of posters in various sizes—to promptly cover up all dead paper, providing other business is not ready for the boards. This also shows the general public that the bill poster believes in his method of advertising. If not financially able to carry a supply of his own posters, the bill poster can cover the dead stands with white paper, and have an ad of his own lettered upon it. As a general thing a bill poster would do well to have a man in his employ that can do ordinary lettering, as frequent orders could be secured for short-time displays from some small concerns that could not afford to have a large number of posters printed.

But aside from the advisability of covering paper that is no longer paying, I think that it should be covered as soon as it gets shabby. The paying advertisers on the boards are entitled to this consid-

er to advertise THEIR brands of beer. That the business methods of to-day demand advertising, is, however, so near an axiom that argument in favor of advertising in the abstract is well nigh lost. Its wonderful value is conceded on every side. The methods of advertising are what the business man of the present considers, no matter what his line, the question is "how." For the brewers vast possibilities open before those who are successful in choosing and using the proper mediums. Their product is one of universal use. The whole population is their audience when it comes to telling about beer.

In considering mediums the billboards undoubtedly head the list. They are everywhere and everybody sees them. The brewer may utilize thousands of feet of pictorial display in one location or in just as many locations as he chooses.

There is no arbitrary price beyond the unit of one sheet. The brewer may take just as many as he is willing to pay for; the more he takes the better satisfied is

cheapest advertising that can be bought. Compare the price of newspaper space with the results it brings. Do likewise with posters and circulars and see how it comes out.

The purpose of this article is not to decry the value of newspapers and magazines as profitable advertising mediums. Quite the contrary, they are valuable. They reach a field, contracted though it may be, that repays the advertiser handsomely. Right now the Pabst Co. are spending large sums, and are doing some very effective advertising in the magazines. The results have been highly satisfactory.

There are other channels into which it is profitable to divert some portion of the advertising appropriation, and all should be used in proportion to their merit.

After all is said and done, and all other mediums have been exploited to their capacity the fact remains, and is patent to those who will see it, that to reach all the people all the time there is no method so powerful and effective as the combination afforded by posters and circulars.

ANENT THE CHRISTMAS NUMBER

It is really surprising
How much BILLBOARD ADVERTISING
Crams into its pages rich and bright.
It must take a deal of thinking,
Sitting up of nights and blinking
By the dim uncertain tallow light.

And if you should be a lover
Of the stunning modern cover,
Here it is in form and color true;
Then the typographic set up,
And the editorial get up
Gives you all that's novel, fresh and new.
CHAS. H. CLOUGH.

The Best Ad
In the Christmas Number.

The "best" ad, in the sense of being one which will get the most attention at the first quick reading, is, in my opinion, the page of The O. J. Gude Co.

If I should stop to qualify with ifs and ands, and conditions, etc., this might be different; but to state without conditions the best ad as above referred to, I say, Gude.

It isn't original in design, but it's large, striking and appropriate to the business.

The reader, glancing over your paper, can not help seeing this ad, and it contains nothing which will weaken his first impression that Gude is "Good."

WADY, Writer.

I enclose herein one vote for the ad of Ramsey & Co.; which appears on page thirty-five (35).

The only reason any advertisement has for existence, is its ability to put business in the way of the advertiser. Ramsey's ad certainly should bring business to Ramsey.

He states that his town is the best town in the state; that the people have money to spend; that every sheet sent to Ramsey will be posted; posted on good boards; posted in good locations; and not too many in a place; also that the paper will not be covered until the time is up.

He also names his price, which is something I believe every advertisement should do, whether the price be a high price, a low price or a standard price. His price is low, and he states further that if you do pay the price, you get more for your money than you would expect.

The design of the ad is strong, forceful, and up-to-date; the name, the business and the town stand out prominently; no state is mentioned anywhere in the ad., which is a serious defect, as everybody don't know which Lexington Mr. Ramsey hails from.

Mr. Ramsey gives fac similes of some of his painted signs, which are executed nicely and which are likely to create the impression that such work that may be entrusted to him will be done just as well. He also names his price on art bulletins, which is not prohibitive—in fact it is low, but not low enough to be unprofitable.

He gives his portrait, which, while not necessary, is certainly not objectionable, as people having dealings with him, no doubt, would like some idea of what the man looks like.

The only improvement I could suggest would be a border surrounding the entire ad, to serve to hold it together. If the ad were on a page to itself, this would be unnecessary, but as it is, it blends into

the other ads on the same page, the same as the average poster on the billboard runs into all the other posters on the same board. (The next poster I get out shall have a border a foot wide all around even if I have to hypnotise my client to get his consent.)

Now in regard to the other good ads in the same issue.

Donnelly's ad is flashy, strong and forceful; but I am inclined to the impression that the general advertiser will conclude, that prices on Donnelly's \$25,000 board are out of his reach. The smart things that he says in the marginal columns were no doubt worthy of comment on the billboard, standing alone, one of them at a time, or say one hundred square feet of space each; but in this ad they run together and lose their force. If these columns were devoted to rates for advertising on this big board, the result I think would be more satisfactory.

Harry E. Stoops' ad is big, but the photos are poorly executed, and he does not say anything that would make an advertiser specially desire to advertise with him.

"Uncle Bob," Gunning's ad is bigger still, but it seems to be more of a "jolly" to the bill poster than a bid for business. As the friendship of the bill poster is valuable to one in "Uncle Bob's" business, the ad is no doubt valuable.

Mr. Gude's ad is a good one, as appealing to the bill poster, but the cut could be vastly improved.

Jed Scarborough's ad should result in some requests for his "ounce of evidence," but I think that Charles A. Woolfolk's ad in the same line of business, is more apt to bring orders direct.

The ad. of O. P. Fairchild & Co., is full of good, solid convincing argument, giving reasons for advertising in Covington, but the arrangement and composition is not equal in an artistic sense to Ramsey's ad.

The ad that will receive the most answers, is the one on the sixth page, asking for one hundred expert posters for the "Greatest Show on Earth."

I notice that most of the distributors that you mention, call themselves "distributors." Is this their fault or your proof-reader's? or is such spelling according to any recognized authority?

SAM W. HOKE,
87 Nassau Street, New York,
December 14th, 1895.

Advertising space in any periodical of recognized merit and a large circulation costs the advertiser money. It therefore follows that it is to his interest to use that space in a way that will command the attention, and sink into the memory of the subscribers and chance readers of the periodical in question.

Sometimes advertising space can be best utilized in being left nearly blank, using very few words, but I doubt if it can ever be used to advantage by crowding into it as many words as type will allow.

Take for instance the Donnelly ad on the last page of the cover. It is probable that not to exceed three men ever have or ever will read that entire ad. The compositor, the proof-reader and the man who wrote it, are probably the only persons

who have had the patience to read it through. The two columns of densely set matter are positively worthless, a few good terse sentences in their place would have made the appearance of the whole ad better and would have been read by many people on account of their superior location.

Words, in advertising, have but one use to which they can profitably be put, viz., in order to be read. In the Donnelly ad words have been prostituted to a position they were never intended to fill.

How differently written and gotten up is the Stoops ad. The same amount of space as occupied by the Donnelly ad yet I venture to say that while there is not one person who has read the Donnelly ad there are ninety-nine per cent of the readers of BILLBOARD ADVERTISING who have read every word of the Stoops ad carefully. In the Stoops ad one finds himself intently looking at the attractions billed on the miniature billboards. It is an ad that the mind dwells on. Donnelly tells us of his big fence. Stoops' fences may not be so large by far, but the average reader turns over the page with the idea that Stoops has the best bill posting outfit, and owns more fence than any firm in the country.

The ad of the Daugherty Visible Typewriter is clean cut and well written.

The No. Conway Keeley Institute has a catchy ad. As there is no question but that "Heaven & Hell" between them command the attention sooner or later of all classes of people. The words even, attract the eye more quickly than any other words in the English language.

The Gunning ad is planned in an effective style but in this ad there is too much reading matter in the same style of type. The "Gunning Stands Foremost," makes up for considerable of this defect. It is with much diffidence that I criticise the Gunning ad yet to those who have seen the masterpieces of advertising executed by this well known firm in behalf of others it cannot be denied that they fail in this case to do as good work in getting up an ad for themselves, as they usually get out for others.

The ad of the American Bill Posting Co., I consider to stand next to the Stoops ad in point of excellence. It is novel and attractive, it attracts the eye and one finds his attention riveted on the fine cut studying its interesting features. The reader finds himself imagining "Display Advertising" thrown across the heavens by electricity, and admiring the ingenuity of the advertiser who is able, through recent inventions, to paste his bills worded in letters of lightning on the stars.

The ad of J. H. Goodwin is a combination of a good cut with poor reading matter below it. It is too dense. The name of J. H. Goodwin does not stand out prominently enough.

The best ad writer's ad is that of Jed Scarborough.

The ad of the Halleberg Photo-Graving Co., would carry more weight with it, if instead of using the little baby soldier boy they would use a cut that had more force to it. One looks at the cut and thinks lightly of the business.

ARTHUR BABBITT, Ass't. Sec.
Wisconsin State Agr. Society

The December number of BILLBOARD

ADVERTISING contains some dozen large ads—ads that range from one-half to two pages, a goodly number of medium-sized ads, and many small ones besides a page of classified announcements of a few lines each.

It is hard to find any common measure of value for a three or four line ad and one of two pages. The little one is, and must be, but a bare announcement of address and business, while the larger one can contain argument, business news, illustrations, and serve to create a decided impression as to the character of the business of the advertiser.

The small ads are more nearly alike in value than the large; there is less hazarded in them, and the reward of the best is comparatively small. Putting the smaller ads to one side as relatively uninteresting in an examination of the advertising in the December number, the larger ads fairly claim attention before the medium ones.

Of the big fellows it may be said all are good. Donnelly's is, I think, the leader of them. It is a bold advertisement. Donnelly has a good thing in his big fence and has shown his appreciation of it by devoting a whole page ad to it. It is a big item of business news and is told in a lively, strong way. Anyone who sees that page will be likely to remember that fence. There is always one feature in any gathering, at a fair, a circus, theatre or parade, that is a distinct chief attraction which everybody is anxious to see and know about. It seems to me that Donnelly's ad holds some such position among those shown in the December number.

It is not as well displayed as the O. J. Gude Co.'s, or the Stoops Co.'s ad, for it has too much display, and the display lacks a distinctly leading line, nor has it the unique, impressive emphasis that Gunning knows so well how to put into his talk, but it is, nevertheless THE ad, the big interesting thing among the ads of the paper that everyone will be sure to note.

Of the medium-sized ads, those of the ad writers are over-clever and sophisticated, while many of the others have too much display for their size. The Helleberg Photo-Graving Co. easily has the best ad of less than one-half page, clear, short, and to the point, and containing what most ads should—prices. The Old Colony Bill Posting Co. and G. Runey & Son have most excellent illustrations and enough display, but might have had prices or more definite information, things which Ramsey & Co.'s ad possesses, but not very clearly arranged and expressed in a way that sounds slightly hackneyed.

Finally, while I think an ad must be bright, must be sketchy to be fetchy, I do not think ads as far fetched as those of the Hamilton Mfg. Co., the Keeley Cure, and the American Bill Posting Co. are, are the best. People can be attracted without resorting to "Heaven and Hell," Death, or the Ancient Egyptians, and the chances of repulsing them would be much less.

R. L. CURRAN.

Lithographers and show printers report heavily increased inquiries for estimates from commercial advertisers.

Send in your subscription now.

Bill Posters' Gossip.

The City Council of Toledo, O., has been discussing the bill posting license in that city. As a result, the old ordinance, which has worked so well for Mr. Bills, was declared illegal, because at the time of its passage it was claimed that the Council had not the authority to grant or impose a license on anything except posting alone. There is now no question about the authority of the Council and a new ordinance, containing exactly the same provisions, was approved by the committee and presented for consideration at the meeting, December 2. Considerable opposition was developed, and it was referred back to the committee. The outcome of this matter will possess much interest, for it has been supposed that Mr. Bills had a license that was absolutely iron clad.

The Spokane, Washington, City Council is discussing a measure to prohibit the building of any wooden fence more than four feet high within the fire limits; the aim being to compel the bill poster to go out of business.

The Judiciary Committee of the Common Council at Tacoma, Washington, has recommended that the bill posting ordinance be modified in such a manner as to permit the distribution of dodgers for charitable purposes and calling political meetings by other than licensed bill posters.

Chas. Wilson and Ned Burke, of Marion, O., have formed a co-partnership under the name of The Marion Advertising Co. to do bill posting and distributing in Marion and vicinity.

Bryan & Co., of Cleveland, O., have bought the Akron billboards. The acquisition of Akron by this enterprising firm will be of much benefit to advertisers, because Bryan & Co. will put in a plant which will be a credit to all concerned. Mr. Al. Bryan is at the head of a stock company organized to build a theatre in Akron. Akron has been slow for a long time, but it's different now.

The Maryland militia on their recent visit to the Atlanta Exposition played havoc with M. J. Dooley's billboards. The Baltimore World says:

"Mr. Dooley kindly expresses the wish that the 'boys' may never encounter a fiercer enemy than they did when they captured the billboard. The Mayor said he would refer the matter to Captain J. Frank Supplee.

Some of the 'boys' certainly did extract considerable noise and enjoyment out of Mr. Dooley's boards."

The city authorities of Bay City, Mich., broke their own laws by posting election notices on the fire alarm poles of that city.

There is a penalty of \$250.00 for pasting bills on private property without permission from the owner, at Fultonville, N. Y.

In Brooklyn, N. Y., a license of \$100.00 is required of all parties selling theatre

tickets. The authorities there are proceeding against the unlicensed dealers in them. The principal stock of these unlicensed dealers is billboard and lithograph tickets and it is to keep such tickets to their proper use that the prosecutions have been made. The theatre managers instigated the movement, and bill posters should be gratified, because, if there is anything which may be termed the "bane of the bill poster's business," it is the demands for tickets by owners of advertising space.

W. H. Burnitt, of Ardmore, Ind. Ter., has bought the Opera House boards in that city, and now controls all boards in Ardmore. Mr. Burnitt has a well equipped plant.

The Pacific Coast Bill Posters' Association hold their annual convention January 7th, at San Francisco, Cal. This association is independent and in view of this fact, some interesting developments may be looked for.

One of the last moves in the Salt Lake City opposition, has been for the old company to extend iron supports from one of their boards, which the new company built in front of, and by supporting it from the top, to suspend a board exactly on the side walk line and completely shut in the other board.

The state of affairs which will permit such work as this, is all wrong, and the owner of this property certainly cannot be a good business man to give both companies conflicting contracts or leases.

The Connecticut State Association is made up as follows:

H. H. Jennings, Bridgeport; J. L. Unger, Derby; Geo. Johnson, Southford; I. E. Roath, Norwich; John H. Gray, Willimantic; Col. Joseph Blakeslee, New Haven; John Buxton, Norwalk; E. S. Carpenter, Danielson; W. R. Maguire, Thomaston.

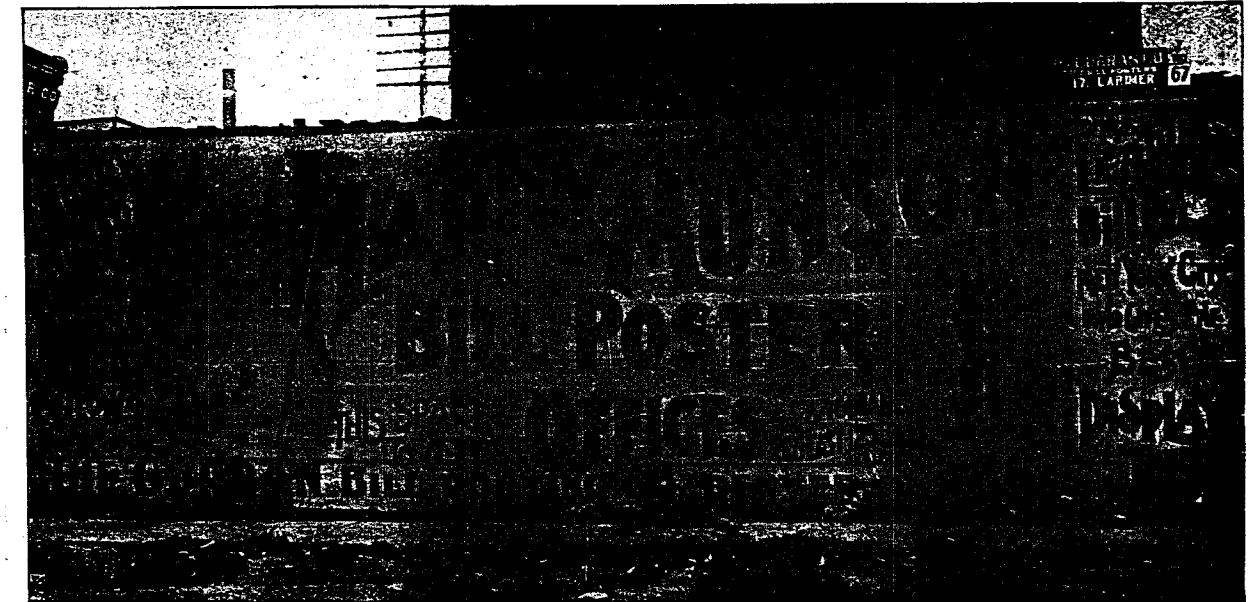
These gentleman are wise in forming their Association, but several important cities are not represented. They should

Ministers in Milwaukee and Hoboken
Flake Themselves Ridiculous.

Milwaukee had a spasm of virtue last month and a delegation of ministers and members of the W. C. T. U. took a walk through the principal streets tearing down the lithographs of the Black Crook Co. The Kansas City Star aptly says that "they are too good in Milwaukee to do anything but drink beer. They haven't all the vices anyway."

The example set by Milwaukee was followed by the "over-good" people of Hoboken. These misguided mortals sought to obliterate the advertisement announcing the coming of Bob Ingersoll. They succeeded in tearing down the bills but failed signally to accomplish their object. As a result of the crusade Col Ingersoll lectured to a crowded house.

New York City rates go up January 1st, to 4 cents for first week, and 3½ cents for continued showing.



A Denver Bulletin Board, Painted by The Curran Co.

A special convention of the A. B. P. A. has been called for January 6th, at the Grand Hotel, Cincinnati.

Several questions are to be considered, the more important of which is the action of the New York State Association in regard to Gude, and BILLBOARD ADVERTISING, and the course to be pursued by the Association toward BILLBOARD ADVERTISING in the future.

Chas. M. Whitmier, the senior member of the firm of Whitmier & Filbrick is laid up with a broken ankle.

The Mayor of Erie, Pa., has vetoed the license ordinance for bill posters in that city. The Erie Bill Posting Co. were arrayed against it on account of the excessive price contemplated and the doubtful nature of the benefit of such a license. The Mayor's veto was allowed to stand, although much pressure was brought to pass it over his head.

A. M. Palmer, the well known New York theatrical manager, has been sued for money due for bill posting.

make application to join at once, because the advantages of intelligent organization are inestimable.

Col. Joe Blakeslee, of New Haven, is conducting his business in accordance with a very strict law, and he lets people know it, by incorporating in his business card the section which relates to distributing and posting. The idea is worthy of emulation. We think that the law is a good one and present it.

SECTION STATUTES: "Every person who shall deposit, throw or affix any paper or advertisement in any public highway, or on private premises or property, without consent of the owner of said premises or property unless the same be left at the door of a residence or place of business, or who shall affix to any tree, rock or structure, within the limits of a public highway, except notices posted in pursuance of law, any paper or advertisement, shall be fined not more than \$100 or imprisoned not more than six months, or both."

Eugene Vallens & Co., of Chicago, will advertise La Flor de Vallens Cigars, on the billboards of New York.

George Leonard's Pet.

Mr. Leonard's pet is a little board, 400 feet long, 10 feet high, located in the very center of Grand Rapids. It is built of six inch tongued-and-grooved flooring, and is constructed just as substantially as any frame house. All the street car lines from the hill districts pass it, and it is illuminated by three electric lights at night. Col. Burr Robbins says that it is the prettiest board he ever saw, and the advertising agent who does not get a stand on it, feels that he has a kick coming.

SOMETHING NEW.

One feature of the Interstate Association is the frequent and unannounced inspection of the boards by officers of the Associations, who make statements to the advertisers about the condition of the boards and bills as they find them.

LIST OF FAIRS, 1896.

Copyright 1896

ILLINOIS.

Catlin. Vermilion Co. Agricultural and Mechanical Association Fair, Aug. 18-21. T. A. Taylor, President; G. S. Fleming, Secretary; H. H. Kidd, Treasurer. Watseka. Iroquois Co. Agricultural Association Fair, Sept. 7-17. H. C. Lovett, President; L. F. Watson, Secretary.

INDIANA.

Kendallville, Sept. 22, Oct. 2. Nathan Roberts' Pres.; John Mitchell, Treas.; J. S. Conlogue, Secy. Paoli, Sept. 9-12. A. W. Brown, Pres't; H. F. Davidson, Secy.

IOWA.

Columbus Junction, District Fair, Aug. 25-29. R. F. McConnell, Secretary. National. Clayton Co. Agricultural Society Fair, Sept. 8-11. C. Hempel, Secy. Elkader, Ia. Waukon. Alfamkee Fair, Sept. 22-25. C. M. Bowman, Pres't; Capt. Wm S Hart, Secy.

MARYLAND.

Easton. Talbot Co. Fair Association, Great Eastern Shire Fair, Sept. 15-18. Jos. B. Harrington, Pres't; M. M. Higgins, Secy.

MASSACHUSETTS.

Amesbury. Amesbury and Salisbury Agricultural Society Fair, Sept. 22-24. C. W. Woods, Pres't; J. A. Davis, Treas.; A. H. Fielden, Secy. Barnstable. Barnstable Co. Agricultural Society Fair, Sept. 8-10. Henry M. Hutchings, Secy. South Lancaster. Worcester East Agricultural Society Fair, Sept. 10-11. John E. Thayer, Pres't; Lancaster, Mass.; W. A. Kilbourne, Secy. South Lancaster, Mass.; Lucius Field, Treas. Clinton, Mass.

MISSOURI.

Kahoka. Clark Co. Agricultural and Mechanical Association Fair, Sept. 1-3. W. M. Boulware, Pres't; Joseph Vandolah, Secy.

NEW YORK.

Albion. Orleans Co. Fair, Sept. 17-19. E. A. Rowley, Pres't; I. H. Beach, Secy. A. W. Barnett, Treas. Elmira. Chemung Co. Fair, Aug. 31, Sept. 4. Frank Cassada, Pres't; Geo. McCann, Secy. R. J. Young, Treas. Jamestown. Warren Co. Fair, Sept. 15-18. Lowville. Lewis Co. Agricultural Association Fair, Sept. 15-18. Schoharie. Schoharie Agricultural Society Fair, Sept. 22-26. Daniel W. Jenkins, Pres't; J. B. Becker, Treas.; Frank K. Grant, Secy.

OHIO.

Canfield. Mahoning Co. Agricultural Society Fair, Sept. 22-25. B. P. Baldwin, Pres't; Tiger, Ohio; H. A. Manchester, Treas. Canfield, Ohio; J. H. Rublman, Secy. Youngstown, Ohio. Kenton. Hardin Co. Fair, Oct. 6-9. A. M. Reid, Secy. Urbana. Champaign Co. Fair, Aug. 18-21. J. W. Crowl, Secy.

VERMONT.

Waterbury. Winoski Valley Agricultural Association, Sept. 8-10. R. G. Hooker, Secy.

WEST VIRGINIA.

Wheeling. Exposition and State Fair, Sept. 7-17. Geo. Hook, Secy.

WISCONSIN.

Ashland. Ashland Co. Agricultural Society Fair, Sept. 9-11; J. J. McGeehan, Pres't; John A. Watson, Treas.; R. F. Spencer, Secy. Darlington, Aug. 26-29. James Haskin, Pres't; David Schreeter, Treas.; Geo. F. West, Secy.

Poultry Shows.

NOTE—Unless given, the secretary's address corresponds with that of the show.

CALIFORNIA.

Oakland. I. K. Felch, judge, F. Mecklem, sec'y, 417 Sacramento street, San Francisco, Cal, Jan. 15-21.

COLORADO.

Denver. I. K. Felch, judge, John Herr, sec'y, Jan. 6-12.

DISTRICT OF COLUMBIA.

National Poultry Show, Washington. Geo. E. Howard, sec'y, Feb. 14-18. Washington. National Poultry and Pigeon Association. Jan. 14-18.

GEORGIA.

Augusta, Jan. 24-25.

ILLINOIS.

Danville. Vermilion County Poultry Association, Jan. 6 to 10. Rockford. E. J. Hartwell, sec'y, Jan. 21-23. Lanark. Jan. 14-19.

IOWA.

Creston. Creston Poultry and Pet Stock Ass'n, Jan. 16-18.

KENTUCKY.

Owensboro, Jan. 18-20.

KANSAS.

Topeka. Theo. Hewes, judge, D. A. Wise, sec'y, Jan. 6-11. Salina. Salina Poultry and Pet Stock Ass'n, Jan. 28-30. W. G. Martin, sec'y, F. M. Hitchcock, judge.

MASSACHUSETTS.

Northampton. C. H. Tuttle, sec'y, Jan. 7-10. Boston Poultry Association, Boston. C. M. Weld, sec'y, Jan. 14-18.

MICHIGAN.

State Show, Jackson. Bridge, Butterfield, Sewell, Tucker, Slifer, judges, F. W. McKenzie, sec'y. Concord, Mich., Jan. 7-12. Grand Rapids. Hewes and Tucker, judges, Alice M. Mason, sec'y, Jan. 20-24. Marquette. Bronson, judge, Geo. W. Freeman, sec'y, Jan. 23-26.

MINNESOTA.

Winona. Winona Poultry Association, Jan. 13 to 18. Duluth, Jan. 28-30. Minneapolis. Minnesota Poultry Association, Jan. 15-22. Jos. Prior, sec'y.

MISSOURI.

Clinton. Henry County Poultry Association, Jan. 14-16.

NEBRASKA.

Omaha, Jan. 21-24.

NEW MEXICO.

Albuquerque. Snyder, judge, A. F. Overman, sec'y, Jan. 13-19.

NEW YORK.

Hamburg. E. C. Pease, sec'y, Jan. 6-10. New York Poultry and Pigeon Association, Madison Square Garden, New York City. H. V. Crawford, sec'y, Montclair, N. J., Feb. 1-6. Binghamton. F. B. Zimer, Gloversville, judge, Jan. 21-24. Troy. John H. Duke, sec'y, Jan. 22-27. Utica, Feb. 9-13. D. A. Carter, sec'y.

OHIO.

Washington C. H. W. R. Dalby, sec'y, Jan. 4-8. Bloomington. J. B. Peale, sec'y, Jan. 6-10. Toledo. Fanciers' Association. John Davidson, dog judge; Sharp Butterfield, poultry judge; A. M. Big and A. W. McClure, pigeon judges; A. W. Bell, sec'y, Jan. 28-31.

PENNSYLVANIA.

Eric. Northwestern Pennsylvania Poultry Association, Jan. Eric. Northwestern Poultry and Pet Stock Association. Wm. Gerke, sec'y, Jan. 18-23. West. Tennessee Poultry Association, Jackscn. C. A. Emry, judge, H. M. Dawson, sec'y, Jan. 6-10.

UTAH.

Salt Lake City. J. W. Haslam, sec'y, Jan. 6-10.

WASHINGTON.

Seattle. I. K. Felch, judge, W. B. Goodrich, sec'y, Jan. 22-28. Spokane. Jan.

BRITISH COLUMBIA.

Vancouver Poultry Association, Vancouver. Cor Spice, sec'y, Jan. 7-11.

Conventions, etc.

St. Paul, Minn. G. A. R. Reunion, Sept. 2-5. St. Louis, Mo. National Republican Convention, June 16. Middletown, N. Y. 10th Masonic District Convention, Jan. 6-7. Cedar Rapids, Ia. State Convention of Laundrymen, Jan. 8-9. Chicago, Ills., Palmer House, Textile Manufacturers' Association, Jan. 6. Cincinnati, O. Protective League of American Showmen, Jan. 8-9. Cincinnati, O. Associated Bill Posters' Association, Jan. 6. San Antonio, Tex. Texas Live Stock Association, Jan. 14 and 15. St. Louis, Mo. National League of Commission Merchants' Jan. 6-8. Springfield, Ill. Farmers' Institute, Jan. 7-9. Saginaw, Mich. Farmers' Institute, Jan. 15-16. Duluth, Minn. Northwestern Curling Association, Bonspiel, Jan. 13-15. St. Paul, Minn. Winter Carnival, Jan. 21-30. Phoenix, Ariz. Spring Carnival, Feb. 17-22. Jacksonville, Fla. National Educational Association convention, Feb. 17-20. Ionia, Mich. Christian Endeavor Union, State convention, April 1-3. Minneapolis, Minn. K. of P. Convention, Aug. 31-Sept. 5. Grand Rapids, Mich. United States Letter Carriers' National convention. Sept. Robert Millie, cor. sec'y. Santa Cruz, Cal. Water Carnival, June. Ionia, Mich. Farmers' Institute, Jan. 22-23. Des Moines, Ia. Iowa Gardeners Association Convention, Jan. 10-11. Minneapolis, Minn. American Philatelic Association, Aug. New London, Conn. Celebration of New London's 250th Anniversary, May 6-7. Ellensburg, Wash. State Dairymen's Association, Jan. 17 and 18. Littleton, N. H. 28th Annual Convention, Littleton Musical Association, Jan. 13-17. Springfield, Ill. Sheep Breeders Association, Jan. 7. VanDyne, Wis. Farmers Institute, Jan. 7-8. St. Augustine, Fla. National Editorial Association, Jan. 21-26. Johnstown, Pa. Firemen's State Convention, October, 1896. Pittsburgh, Pa. National Prohibition Convention, May 27. Detroit, Ia. Farmers Institute, Jan. 14-15. Lockport, N. Y. Firemen's State Convention, August. Parma, Mich. Farmers Institute, Jan. 21-22. Des Moines, Ia. Iowa National Guard Association Convention, Jan. 16. Detroit, Mich. Mid-Winter Meet Western Canoe Association, Jan. 11.

Buffalo, N. Y. National Educational Association Convention, July 7-11. Beloit, Wis. Annual Encampment Kansas G. A. R., April 21. Buffalo, N. Y. Master Painters and Decorators National Convention, Jan. 11-13. Pittsburgh National Convention Brotherhood of St. Andrew, October 15-17. Richmond, Va. United Confederate Veterans Reunion, June 30, July 2. St. Louis, Mo. Fourteenth Annual Meeting Street Railway Association of U. S., Oct. 20. Philadelphia. Wissahickon Heights Horse Show, May 26-30. Richard M. Cadwalader, Secy. Lansing, Mich. High Court Independent Order of Foresters, Annual Session, Feb. 25-27. Boston, Mass. Bench Show New England Kennel Club, April 20-21. Canandaigua, N. Y. State Convention Knights of Pythias, July, 1896.

Expositions.

Nashville, Tenn. 1896. Sept. 1 to Dec. 24. St. Louis Mo. 1896. Indefinite. Baltimore, Md. 1896. Indefinite. Dallas, Tex. 1896. Oct. 12 to Nov. 15. Cleveland, O. Centennial Exposition commences, July 22. Cleveland, O. Pure Food Exposition, Jan. City of Mexico. International Exposition, Dedication as a National Exhibit, Apr. Opens as an International Exposition, Sept. 15.

Foreign Expositions.

Paris, France. 1900. April 15 to Dec. 31. General offices, 126 Avenue de La Bourdonnais, Champ de Mars, Paris. M. Alfred Picard, Commissaire General. M. Henri Lardon, Secretaire General. Johannesburg, South Africa. 1896. May 1 to June 25. Chas. P. DeGarmo, Director General, P. O. Box 1939, Johannesburg, S. A. R., South Africa.

HAGERSTOWN, MD. Population, 14,500.

CLAYTON E. DOUB,

Distributor of Circulars and Samples. Reference furnished.

CARROLL, IOWA. Population, 3,000

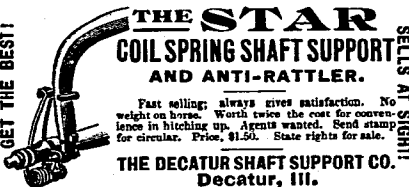
BILL POSTING. DISTRIBUTING. TACKLING.

L. L. THOMAS.

SPENCER BILL POSTING CO. Bill Posters and Distributors, Circuit, 21 Towns. 5,000 Feet Boards. E. DOCKSTADER, Mgr. JANESVILLE, WIS.

Printer's Ink Helps . . . Advertisers!

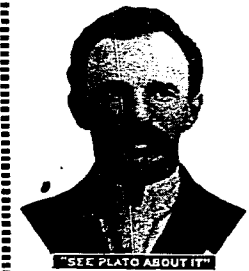
It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of advertising. Enables you to profit by the experiences—and adopt the methods—of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable. Instructs you—and exemplifies—how to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object. Contains timely hints about mediums, tending to aid you in selecting profitable ones to advertise in. Subscription price now \$5 a year. Sample copy, 10 cents. 10 Spruce Street, New York.



THE STAR COIL SPRING SHAFT SUPPORT AND ANTI-RATTLER. Sells at sight. GET THE BEST! THE DECATUR SHAFT SUPPORT CO. Decatur, Ill.

R-I-P-A-N-S

The modern standard Family Medicine: Cures the common every-day ills of humanity. ONE GIVES RELIEF. TRADE MARK. When you write, mention Billboard Advertising.



Make Sign Painting Bill Posting Contracts to Cover the Entire Pacific Coast. Reference as to Sign Painting: Bloch Bros. (Mail Pouch Tobacco), Wheeling, W. Va.; Centaur Co., (Castoria), N. Y.; Pond's Extract Co., N. Y.; B. Brandreth & Sons, N. Y.; Kerbs, Wertheim & Schiffer, N. Y.; Bovril Limited, N. Y.; Price Baking Powder Co., Chicago; Jos. Dixon Crucible Co., Jersey City; Helvetia Condensing Co., Highland, Ill.; The W. H. Comstock Co., Morristown, N. Y.; Cudahy Packing Co., Omaha. There Are Others!

THEY say: "It will be all right if 'PLATO' does it." ARTHUR M. PLATO, 206 Sansome Street, San Francisco, Cal. P. S.—Secretary and Authorized Contractor of the Pacific Coast Bill Posters' Ass'n.

A Poster for Brewers.

The poster illustrated below is an innovation, an entire novelty in the advertising of Bock Beer for Brewers. It is termed a nine-sheet poster, and measures 7 feet high and 10 1/2 feet long. Show cards, hangers, and newspaper space fade into absolute insignificance when contrasted with the efficacy of this potent and powerful poster.



It is beautifully lithographed in colors on sized and super-calendered paper, and makes one of the prettiest and most effective posters ever printed. Prices, with firm name printed on them:

Table with 4 columns: Quantity, Price per unit, Total Price, and Price per unit (repeated). Rows: 10 for \$9.50, 25 for \$22.00, 75 for \$47.00, 150 for \$81.00, 15 for 12.50, 50 for 34.00, 100 for 58.00, 200 for 99.00.

A Sample will be sent to any address in the United States or Canada on receipt of 75c. Address, The Donaldson Litho. Co., Cincinnati, O.

HIGH-CLASS Half-Tone ENGRAVING.

Advertisement for engraving services including a list of prices for different sizes and types of work, and a small illustration of a person.

Advertisement for Stock Beer Labels and Posters by HENNEGAN & CO., 127 East Eighth St. CINCINNATI, O.

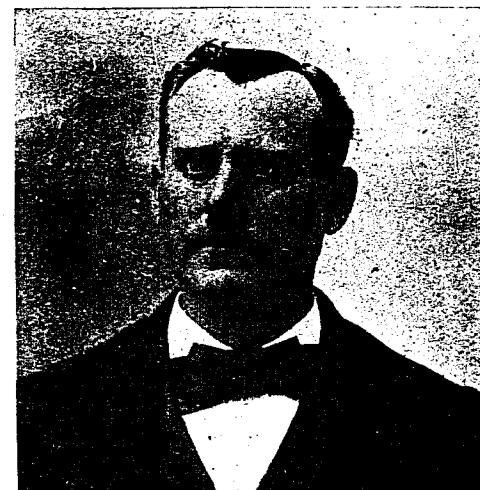
ESTABLISHED 1879.

HARRY E. STOOPS, Manager.

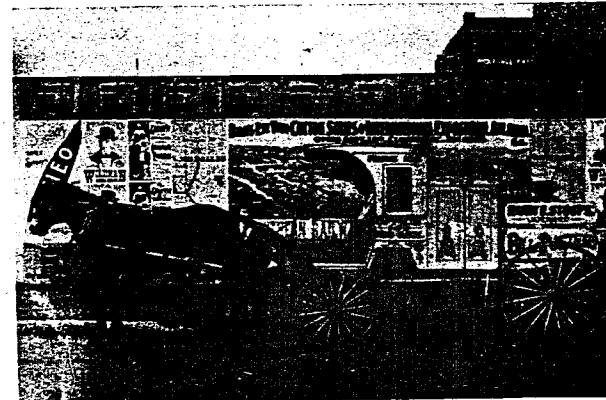
POPULATION, 50,000.

The Stoops Bill Posting and Advertising Co.

OWNING THE FINEST LINE OF
BOARDS IN THE SOUTH.



CONTROLLING ALL THE
DEAD WALLS IN THE CITY.



CHATTANOOGA, TENN.



PUT CHATTANOOGA ON YOUR LIST.

**BOISE CITY,
IDAHO,
POPULATION, 8,000.**

**SPAULDING & GORDON,
LICENSED
City Bill Posters and Distributors.**
Members of Interstate Bill Posters' Protective Association, and International Association of Distributors of North America.

We have more billing space than all other towns in Idaho put together.
The city is booming.
Send on your paper.
References furnished.

MANCHESTER, N. H.
FRANK P. COLBY,
City and Theatre Bill Poster and General Advertising Agent,
President of N. H. Bill Posters' Association.
FRED. S. SCHAEFER,
CIRCUIT BILL POSTER. Bonded Member Interstate Bill Posters' Association.
Only Bill Poster and Advertising Agent in Marshall and Putnam Counties.
Address - HENRY, ILL.

THE CALHOUN PRINTING CO.
HARTFORD, CONN.

Have the largest variety of Theatrical, Minstrel, Circus, Wild West and Military Stock Paper in the World.

Special Athletic Cuts for Wrestling, Jumping, Boxing, &c. Cuts for Horse, Boat and Bicycle Racing, Fairs, Picnics, Excursions, &c.

Design and execute the finest work of any establishment of its kind.

29 Union Place, - Opposite Depot.

THE LEADING SHOW PRINTERS
(LITHOGRAPHIC OR BLOCK)
IN THE UNITED STATES USE
**THE AULT & WIBORG CO'S
POSTER INKS**
ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI - NEW YORK - CHICAGO

ESTABLISHED 1865.

AUBURN, N. Y. - NO OPPOSITION.

Sign Painting, Bill Posting and Distributing.

We make a specialty in all these branches, and do nothing except first-class work. We guarantee all work satisfactory.

L. W. EATON,
Over No. 1 State Street, AUBURN, N. Y.

J. T. ELMORE & CO.,
Bill Posters,
76 Madison Street, CHICAGO.

By appointment Solicitor Interstate Bill Posters' Protective Association, bonded.

"The Bill Poster"

The English counterpart of *Billboard Advertising*. Subscriptions, 50 cents per year, post free, may be sent to No. 127 East Eighth St., Cincinnati, O.

**STEINBRENNER'S
CINCINNATI
DISTRIBUTING
SERVICE**

Competent	Reliable	Honest	Saber	Experienced
MAN.	MAN.	MAN.	MAN.	MAN.

A thorough, efficient and economical means of reaching the buyers of Cincinnati, Ohio. We are in a position not only to guarantee honest service but also a reasonable proportion of direct results.

Address: W. H. STEINBRENNER, 811 Vine Street, CINCINNATI, O.

Circulars \$1.50 per 1000
Folders \$1.75 per 1000
Booklets \$2.00 per 1000
Almanacs \$2.00 per 1000
Samples

ELDER, JENKS & RABORG
'Excelsior'
Circus Paste
AND
BILL POSTERS' BRUSHES

Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush made.
Will not come apart.
Used and recommended by Barnum, Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada.
Size 9 inch.
Price \$30.00 per doz.
\$3.25 Each.
Extra Extra for Circuses, \$40.00 per doz. \$4.00 Each.
Sent C. O. D. to all parts of the Country.
ELDER, JENKS & RABORG
Brush Manufacturers
127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

The Old Reliable.
THE JOHN CHAPMAN CO.
LICENSED CITY AND SUBURBAN
**BILL POSTERS,
DISTRIBUTORS,**
ART BULLETIN ADVERTISERS,
PASTE MANUFACTURERS.
19 Longworth St., Telephone 2314.
CINCINNATI, O.

1896. THE DONALDSON GUIDE

3d Edition now in process of compilation.

Will embrace every town of over four hundred and fifty inhabitants in the United States and Canada, with a full and complete description of each.

- It gives the population of the town. It gives the population of the county. It gives the name of the bill poster. It gives his street address. It gives the name of the distributor. It gives his street address. It gives the name of the opera house. It gives the name of the local manager. It gives the names of the halls. It gives the names of their managers. It gives the names of the newspapers. It gives the names of the editors. It gives the date of publication. It gives the names of the dramatic critics. It gives the names of the dramatic correspondents. It gives the name of a good attorney.

It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10 1/2, handsomely bound in cloth and gilt.

GET YOUR NAME IN

In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopedia and the International Professional Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued. The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributors and show printers to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc. Blanks are provided for this purpose by the publisher and can be had upon application.

PUT AN AD IN

It is to the interest of every bill poster and distributor to have his town properly represented and described. Let the advertiser know its resources and the number of people he can reach. Let the showman know the circus license and whether their is a desirable lot. Tell the theatrical manager what kind of theatres, opera houses, or halls you have.

It will bring you business.

Because it will be consulted almost daily by the advertisers, showmen and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put in an advertisement immediately following the description of it, stating the present population, together with such other advantages as it may possess. The advertising rates are very reasonable. Twenty-five cents per agate line for a year's advertising is in fact exceedingly low. At this rate a space of half inch single column comes to \$1.75, or an inch to \$3.50.

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SEND FOR BLANKS

The price of the Donaldson Guide is \$3.00 each, and it is worth many times its cost to those who need it. To persons, however, who have not yet had an opportunity of examining the work, or agents who desire to canvass for subscriptions or advertisements, a copy of the current edition, of which a few are still on hand, will be sent upon receipt of \$1.00. Address all communications or inquiries to the publisher.

W. H. DONALDSON, Cincinnati, Ohio.

Mauberrret's Printing House, Limited. Printing Posters all sizes all styles. Work THE FINEST. Prices THE LOWEST. Branches. 526 to 532 Poydras Street, NEW ORLEANS. Engraving.

I WRITE ADS THAT SPARKLE WITH ORIGINALITY AND RING WITH CONVINCING COMMON SENSE. LET ME MAIL YOU AN OUNCE OF EVIDENCE. JED SCARBORO. 48 ARBUCKLE BLDG BROOKLYN, NY.

ROOSEN INK WORKS, 66-68 JOHN STREET, BROOKLYN, N. Y. MANUFACTURERS OF PRINTING AND LITHOGRAPHING INKS AND DRY COLORS.

My Sideboard. I will write three of my Soc ads as a trial for any Furniture dealer for \$1. Money back if they don't suit. Among all my clients I never had to refund once. I may discontinue this offer after Feb. 1. E. J. Barless, Rose, N. Y. Writer of Business Advertisements.

No Cats in Leadville. The air is too rare for them. There are times and places for all things. No good ads are written in the atmosphere of a bustling office for the bustling business man. Leave ads to the man who is prepared for them, and concentrated at that work. Ads are \$1 each from this office, and letters in answer to enquiries are gratis and prompt. R. L. CURRAN, Room 1517, 150 Nassau St., New York. If you want good sketches for car signs, ads, circulars, etc., apply here.

No Office Complete Without It. Business A Practical Journal of the Office. It saves money by discovering the best way of doing things in the office. It treats particularly upon ACCOUNTING, OFFICE ROUTINE, BUSINESS MANAGEMENT AND ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, TRANSPORTATION, COMMERCE and ECONOMICS. The stated departments of the paper include OFFICE MAIL BAG, being letters from practical men on office and business topics; OFFICE RECORD, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting studies in successful publicity; INSTITUTES AND ASSOCIATIONS, recording the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers. The supplement, PRACTICAL ACCOUNTING, contains carefully prepared articles on accounting methods, including descriptions in detail of the accounting practiced in leading establishments. Monthly, 40 pages, illustrated, including supplement, \$2 a year. Sample copies (mentioning this advertisement) free. KITTREDGE COMPANY, Publishers 13 Astor Place, NEW YORK.

We Employ Young Men. to distribute our advertisements in part payment for a high grade Acme bicycle, which we send them on approval. No work done until the bicycle arrives and proves satisfactory. Young Ladies employed on the same terms. If boys or girls apply they must be well recommended. Write for particulars. ACME CYCLE COMPANY, ELKHART, IND. Ft. Worth, Tex., Oct. 10, 1895. Acme Cycle Co., Elkhart, Ind. DEAR SIR:—My Acme Light Roadster arrived yesterday morning and not only myself, but everyone that has seen it pronounces it a strictly first-class wheel and a beauty. I am very well pleased with the same, and will do all I can to get a great many more to buy your wheel. Yours truly, C. H. CHEATHAM. ALLIANCE, OHIO, Oct. 12, 1895. Acme Cycle Co., Elkhart, Ind. DEAR SIR:—Having given my wheel a good trial, am ready to say I am exceedingly well pleased and thank you very kindly for the favor and privilege you have given me. I showed the wheel to one of our prominent bicycle agents, who did his best to sell me a wheel, and he said after taking a short ride on it that it was a fine wheel; and I know if the material is as good as the finish I will never regret my bargain. Yours truly, SETH BARTON.

WE HAVE NO AGENTS but ship from our factory at wholesale prices. Ship anywhere and we will pay freight both ways if not satisfied. 100 styles of Carriages, 20 styles of Harness. Send 4c. for 112 page catalogue. W. B. FRANK, Elkhart, Ind. No. 1124 838.

SURE AS DEATH AND TAXES. WHEN YOU USE THE BILLBOARDS IN LEXINGTON, KY. SURE, That it's the best town in the State. SURE, That the people have money to spend. SURE, That every sheet of paper you send to RAMSEY & CO. will be posted in good locations, on good boards, with good paste, and not too many in a place. SURE, That it will not be covered with other paper until time is up. SURE, That if you don't pay the price you don't post. SURE, That if you do pay the price you get more for your money than you expected. OUR ART BULLETINS UNEXCELLED. 30 CENTS A FOOT A MONTH. The Price: 7 Cents 30 Days. 137 E. MAIN, NEXT DOOR TO POST OFFICE. This is Ramsey. RAMSEY & CO. LICENSED UP-TO-DATE Bill POSTERS DISTRIBUTORS GENERAL ADVERTISERS. PAPER AND PASTE RAMSEY & CO. PUSHERS - PUBLICITY. ONE OF OUR DOBS.

G. RUNEY & SON, WAUKEGAN, ILLINOIS.



Bill Posters and Distributors, Circuit, 18 Towns.—Population, 35,000. 36,000 Square Feet Billboards. 5,000 Stock Letters always on hand. WE USE THE DONALDSON GUIDE.

1896. THE DONALDSON GUIDE

3d Edition now in process of compilation.

Will embrace every town of over four hundred and fifty inhabitants in the United States and Canada, with a full and complete description of each.

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It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10 1/2, handsomely bound in cloth and gilt. In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopedia and the International Professional Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued. The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributors and show printers to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc. Blanks are provided for this purpose by the publisher and can be had upon application.

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It will bring you business.

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W. H. DONALDSON, Cincinnati, Ohio.

Mauherret's Printing House, Limited. Printing Posters all sizes all styles. Work THE FINEST. Prices THE LOWEST. Branches. 526 to 532 Poydras Street, NEW ORLEANS. Engraving.

I WRITE ADS THAT SPARKLE WITH ORIGINALITY AND RING WITH CONVINCING COMMON SENSE. LET ME MAIL YOU AN OUNCE OF EVIDENCE. JED SCARBORO. 48 ARBUCKLE BLDG BROOKLYN, N.Y.

ROOSEN INK WORKS, 66-68 JOHN STREET, BROOKLYN, N. Y. MANUFACTURERS OF PRINTING AND LITHOGRAPHING INKS AND DRY COLORS.

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No Office Complete Without It. Business A Practical Journal of the Office. It saves money by discovering the best way of doing things in the office. It treats particularly upon ACCOUNTING, OFFICE ROUTINE, BUSINESS MANAGEMENT and ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, TRANSPORTATION, COMMERCE and ECONOMICS. The stated departments of the paper include OFFICE MAIL BAG, being letters from practical men on office and business topics; OFFICE RECORD, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting studies in successful publicity; INSTITUTIONS AND ASSOCIATIONS, recording the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers. The supplement, PRACTICAL ACCOUNTING, contains carefully prepared articles on accounting methods, including descriptions in detail of the accounting practiced in leading establishments. Monthly, 40 pages, illustrated, including supplement, \$2 a year. Sample copies (mentioning this advertisement) free. KITTREDGE COMPANY, Publishers 13 Astor Place, NEW YORK.

We Employ Young Men. Young Ladies employed on the same terms. If boys or girls apply they must be well recommended. Write for particulars. ACME CYCLE COMPANY, ELKHART, IND. FT. WORTH, TEX., Oct. 10, 1895. Acme Cycle Co., Elkhart, Ind. DEAR SIR:—My Acme Light Roadster arrived yesterday morning and not only myself but everyone that has seen it pronounces it a strictly first-class wheel and a beauty. I am very well pleased with the same, and will do all I can to get a great many more to buy your wheel. Yours truly, C. H. CHATHAM.

ALLIANCE, OHIO, Oct. 12, 1895. Acme Cycle Co., Elkhart, Ind. DEAR SIR:—Having given my wheel a good trial, am ready to say I am exceedingly well pleased and thank you very kindly for the favor and privilege you have given me. I showed the wheel to one of our prominent bicycle agents, who did his best to sell me a wheel, and he said after taking a short ride on it that it was a fine wheel; and I know if the material is as good as the finish I will never regret my bargain. Yours truly, SETH BARTON. WE HAVE NO AGENTS but ship from our factory at Elkhart, Ind. Ship anywhere for examination; pay freight both ways if not satisfied. Send 4c. for 112 page catalogue. RICHARD GARRARD and HARRISON HILL, Inc. No. 117 1/2 S.W. W. B. Road, Elkhart, Ind.

SURE AS DEATH AND TAXES. WHEN YOU USE THE BILLBOARDS IN LEXINGTON, SURE, That it's the best town in the State. SURE, That the people have money to spend. SURE, That every sheet of paper you send to RAMSEY & CO. will be posted in good locations, on good boards, with good paste, and not too many in a place. SURE, That it will not be covered with other paper until time is up. SURE, That if you don't pay the price you don't post. SURE, That if you do pay the price you get more for your money than you expected. OUR ART BULLETINS UNEXCELLED. 30 CENTS A FOOT A MONTH. The Price: 7 Cents 30 Days. 157 E. MAIN, NEXT DOOR TO POST OFFICE.

G. RUNEY & SON, WAUKEGAN, ILLINOIS. Bill Posters AND Distributors, Circuit, 18 Towns.—Population, 35,000. 36,000 Square Feet Billboards. 5,000 Stock Letters always on hand. WE USE THE DONALDSON GUIDE.

**THE
O.J. Gude Co**
**OUT-DOOR
ADVERTISING**
New York.

1894 Our Customers spent less than 4% of their entire appropriations in Bill-Posting.

1895 It increased to over 12% more than \$200,000.

1896 It will further increase if the Bill-Posters recognize that service and service only will bring permanent and profitable business and that organization is effective only as it conserves the interest of the advertiser as well as the Bill-Poster.

[DESIGN BY COURTESY OF JAMES PYLE & SONS—PEARLINE]

**"I'll stick this up anyway
It's for the good of the
Cause."**

BILLBOARD ADVERTISING

A
Magazine
for
Business Men
who
think.

JOHN MISHLER.

February, 1896.

Classified Advertisements.

BILL POSTERS' DIRECTORY.

Let this Displayed Advertisements under this heading, 25c. for one insertion, 60c. for three insertions, 1.25c. for five insertions, \$1.00 for six insertions. Larger cards, 10c. per agate line.

Albuquerque, N. M. Pop. 10,000: The Hudson, 247, & Bill Posting Co. own and control all bill boards. Also do distributing, tacking, fence painting, mailing.

Bethlehem, Pa., pop. 25,123. South and West Pa. Gromah Bill Posting and Distributing Co.

DENVER, COLO. The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 168,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000.

Delaware, O. G. D. McGuire, City Bill Poster, Distributor.

Gloucester, Mass., J. H. Procter, Bill Poster and Distributor. Population with surrounding towns 45,000. Orders promptly executed. P. O. Box 731.

Lexington, Ky. Ramsey & Co., Licensed Bill Posters and Distributors. White men do our distributing. Irons \$1.50 per 1000, one in each house; if books, \$2 to \$3 per 1000. Samples according to size. Satisfaction guaranteed.

Lima, Ohio, Pop. 20,000. W. C. Tirrell, City Bill Poster and Distributor. Work promptly done.

Manchester, N. H. Frank P. Colby, City Bill Poster, Distributor and Baggage Transfer. Address 30 Manchester st.

Memphis, Tenn. Van Buren & Co., Bill Posters and Distributors, 224 Second street.

Meridian, Miss. Pop. 15,000, L. D. Hofer, City Bill Poster & Distributor.

Milford, Mass. Population, 10,000. W. E. Cheney, City Bill Poster, Distributor. 24 So. Bow street. Sole control of all bill boards in city and adjoining towns, 20 years' experience in this city. Baggage and convey truck express.

New Hampton, Iowa. R. H. Garver, Bill Poster and Distributor. Irons distributed in Northern Iowa. Honest work. Reasonable Rates. References furnished.

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service.

Palatka, Fla. W. S. Nugent, Bill Poster and Distributor.

Shelbyville, Ind. T. F. Chaffee & Son County and City Bill Posters & Distributors.

South Framingham, Mass. W. E. Trowbridge, Bill Poster. Five towns.

Waukegan, Ill. G. Raney & Son, Distributors. Bill Posters, etc. (Circuit 18 towns.) Pop. 35,000.

Tucson, Arizona, 2,000 ft. of boards W. M. Reid, Box, 138.

Springfield, Ohio, H. H. Tyner Licensed City Bill Poster and Distributor.

St. Charles, Mo. Pop. 10,000. City Bill Posting Co. own and control all bill boards, also do distributing. Tacking, etc.; circulars mailed, or list of names of residents of St. Charles City and County furnished. Best of reference. J. N. Mittleberger, Manager.

Sioux City, Iowa, pop. 40,000. Posters, Distributors and Tackers. We do all kinds of advertising and guarantee work. Sioux City Bill Posting and Advertising Co. [Licensed] Member A. B. P. A.

Victoria, British Col. Pop. 20,000. The Victoria Bill Posting Co. own and control all bill boards, painting and bulletins and does distributing. Address ROBERT JAMIESON, Manager, P. O. Drawer 25.

Western Bill Posting Co., Owners of all Advertising Spaces. Salt Lake City, Utah.

Wallace, Idaho. Coeur d'Alene Mines. J. C. Campbell, Bill Poster and Distributor. References.

Woodland, Cal. Dietz and Glendenning, Bill Posters. 6no When you write, mention Billboard Advertising.

Classified Advertisements

DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will receive honest, reliable service from any firm or person whose advertisement appears in the following list.

Boise, Idaho, Spaulding & Gordon. Reliable Distributors and sign Tackers. We pay rent for our locations and can guarantee.

Boston, Mass. 1500 Washington St. Wm. E. Prescott, Distributor of advertising matter. Advertisers write at once. n6

Cincinnati, O. Pop. 350,000. Unexcelled Distributing Service. W. H. Steinbrenner, 311 Vine, Cincinnati

Chicago, Ill. J. A. Clough, contracts solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

Cincinnati, O. H. E. Weisner Distributing, sign tacking, South & Depot

Carthage, Mo. Pop. 10,000. Joseph Barratt, Distributor, Sampler and General Advertiser.

Convent, Ia. Names of residents of St. James County furnished at reasonable prices. F. Vezeux.

W. E. Patton, Corinth, Miss. Bill Posters and Distributor. Reference furnished. Box 79.

Detroit, Mich. Harry P. Merkle, Reliable Distributor and Sign Tacker, 21 W. Elizabeth Street.

Dowagiac, Mich. The Mich. Adv. urean, Wm. J. Kryder, Pres.

Easton, Md. The Adv. Dist. Bureau, posts and distributes bills, signs and circulars, and all classes of advertising matter. John R. Thompson, Manager, Box 118.

Fredonia, N. Y. John H. Case, Distributor. Box 1007.

Grand Rapids, Mich. George M. Leonard, Reliable Distributor

Ironton, Ohio. Distributing by James Haynes & Son.

Marinette, Wis. Menominee, Mich. Pop. 15,312—Adjoining—Pop. 12,824 Wm. H. Earle, Marquette, Wis. Reliable Distributor. Your contracts solicited.

Millersburg, Dauphin Co., Pa. Rowoe (f. Hinkle, Distributor, \$2 per m. d3

Milford, Mass. Edwin H. Negus, Distributor.

Newport, Ky. G. H. Otting & Son, Bill Posters and Distributors, 636 York street.

Nashville, Tennessee. Irons, etc., distributed, cards mailed \$1.50 per 1000. James L. Hill, 323 Broad street Nashville, Tenn.

New Orleans, C. H. Young & Co., 408 Perduet St. General Distributors. Unlimited reference. Honest work. d4

Paducah, Kentucky. H. JOSEPH BARTHE. Bill Poster and Distributor. Member International Distributors Ass'n of N. A. n6

Peru, Ind., C. W. Stutesman, Licensed City Bill Poster & Distributor. n3

Portage, Wis. W. H. Bathgate Advertising and Distributing Agency. Bill posting, signs tacked. n6

Richmond Hill, L. I. County, by L. Baugert.

Seranton, Lackawanna Co., Pa. John H. Bell & Sons, General Advertising Agents, Write to us, 654 Deacon street.

Selkirk, Ohio. C. P. Rogers, Reliable Distributor. n3

Williamsport, Pa. S. M. Bond, Distributor.

Western Bill Posting Co., Salt Lake City, Utah. When you write, mention Billboard Advertising.

EXPERT AD WRITERS.

Advertisements under this head \$1.50 per copy in nonpareil. In bold-face type, \$3.00 per copy. Display advertisements not exceeding 7 lines, 25c. per line. All advertisements amounting to \$1.50 and over include a year's subscription free.

Archer, Addison, 206 Girard Bldg., Philadelphia, Pa. Archibald, David B., 73 Nassau st., New York City, N. Y. Aschfeld, Havre-de-grace, Md. Bagley, F. B., 212 South 15th st., Philadelphia Pa.

Bail, Burt, 314 Union Trust Bldg., St. Louis, Mo. Bates, Charles Austin, 1413-1415 Vanderbilt Bldg., New York, N. Y. Barless, C. J., Rose, N. Y.

Busy Bee, 72 Adage, Boston, Mass. 4 ads and 4 cuts for \$1. Any line. 4 good ones for grocers, with cuts, for \$1. Brown, H. P., Paulboro, N. J. Carleton, R. S., New Haven, Conn.

Coffrain, L. D., Adams & Co., Buffalo, N. Y. Cohen, O., 335 Forest Ave., New York, N. Y. Corbett, F. A., care Post, Boston, Mass. Crawford, O. W., Advertising Manager, Masonic Temple, Chicago, Ill.

Curran, J. L., 111 East 34th st., New York, N. Y. Davis, C. F., 57 Mills st., Boston, Mass. Day, Chas. H., Whiteville, Conn. Decker, F. W., 155 Chambers st., Newburgh, N. Y.

Diery, Wolstant, 85 World Building, New York N. Y. Frankbank, W. L., Box 857, Philadelphia, Pa. Fowler, Nath. C., Tribune Building, New York, N. Y.

Fowler, Frank Field, 13 School st., Boston, Mass. Graham, Manley L., Hilton, Hughes & Co., New York, N. Y. Herren, Jno. W., Norwich, Conn.

Holmes, Henry, 17 Beekman st., New York, N. Y. Hubbard, J. S., Plymouth, Wis. Kahrs, Hy, 20 East 33rd st., New York, N. Y. Kennedy, E. E., 421 East 17th St., Montreal, Can.

Kennedy, W. E., 513 So. Shippert St., Lancaster, Pa. Lewis, W. B., 111 Prospect Ave., Buffalo, F. Y. Long, Jas. B., 410 Fifth St., Washington, D. C.

Manning, Ulysses G., South Bend, Ind. Marsh, Chas. H., 913 Chamber of Commerce, Chicago, Ill. Marsden, G. W., Portsmouth, N. H.

Mathews & Lewis, 501 Main st., Kansas City, Mo. Moses, Bert M., Box 281, Brooklyn, N. Y. Newitt, J. C., Stinson Bldg., Los Angeles, Cal.

POSTER PRINTERS

Advertisements under this head \$1.50 per copy, in nonpareil. In bold-face type, \$3.00 per copy. Display advertisements not exceeding 7 lines, 25c. per line. All advertisements amounting to \$1.50 and over include a year's subscription free.

Calhoun Printing Co., Hartford, Conn. Calvert Litho Co., Detroit, Mich. Cameron Show Printing Co., 57 Ann, New York

Central City Show Printing Co., Jackson, Mich. Central Litho and Eng. Co., 149 6th ave., New York Central Show Printing Co., 143 Monroe, Chicago

Correspondent Show Printing Co., Piqua, Ohio. Courier Printing Co., Brantford, Ontario. Courier-Journal Job Rooms, Louisville, Ky.

Courier Show Printing Co., Buffalo, N. Y. Cox's Sons, John, Gay and Pratt, Baltimore. The Donaldson Litho. Co., Cin'ti., O. Richter & Co., Baltimore

Empire Show Printing Co., 73-75 Plymouth Place, Chicago. Forbes Litho Co., 131 Devonshire, Boston. Francis & Valentine, 517 Clay, San Francisco

Free Press Show Print., Detroit. Fox, Richard C., Franklin and Dover, New York. Gruber Litho Co., Chicago, Ill.

Gilpin Show Print, 132 West 14th, New York. Goes Litho Co., 140 Monroe, Chicago. Gt. Am. Eng. & Print Co., 57 Beekman, New York

Grolier Litho Co., 129 West 11th, New York. Greve Litho Co., The Milwaukee. Wis. Haber, F. R., Fond-du-lac, Wis.

Hausman Printing Co., Indianapolis, Ind. Hatch, C. R. & H. H., Nashville, Tenn. Hennegan & Co., Cincinnati, Ohio.

Jackson, J. B., 48 Centre, New York. James Show Printing Co., 126 Franklin, Chicago. Journal Job Rooms, Columbus, O.

Ledger Job Office, 605 Sansom, Philadelphia. Libble Show Print, Boston, Mass. Lick Show Print, Fort Smith, Ark. Liebler & Maass, 224 Centre, New York

STREET CAR ADVERTISING.

Advertisements under this heading \$1.50 per copy, in nonpareil. In bold-face type, \$3.00 per copy. Display advertisements not exceeding 7 lines, 25c. per line. All advertisements amounting to \$1.50 and over include a year's subscription free.

George Kissam, 50 Bromfield St., Boston, and Postal Telegraph Bldg., New York City. Broadway Advertising Co., Hugh J. Grant, pres.

261 Broadway, New York City. Mark D. Batchelder Co., 38 1/2 Marietta Street, Atlanta, Ga.

Miss Savannah, Ga. Charleston, S. C., Richmond, Va., Peoria, Ill., St. Joseph, Mo., Dubuque, Ia.

O. J. Mulford, Hammond Building, Detroit, Mich. Western Adv. Co., 316 Union Trust Building, St. Louis, Mo.

Sam. P. Ferree, 231 Broadway, New York City. Manhattan E. R. Advertising Co., 33 Murray st., New York City.

M. Wineburgh, Jr., Boston, Mass. M. Wineburgh, Jr., 164 Bank st., Cleveland O. Wyndham Robertson, Dallas, Tex.

The Acton-Burrows Co., Toronto, Ont. When you write, mention Billboard Advertising.

Send 24 cts. in stamps to Hennegan & Co., 117 East Eighth Street, Cincinnati, O., and receive in return a handsome leather bound Date Book. Best ever published.

When you write, mention Billboard Advertising.

BILLBOARD ADVERTISING



VOL. V, No. 2.

CINCINNATI, FEBRUARY 1, 1896.

PRICE 10 CENTS PER YEAR, \$1.00.

SECRETARY'S REPORT OF A MEETING OF THE Associated Bill Posters' Association.

At Cincinnati, Ohio, January 6, 1896.

The following report of the proceedings sent us by the secretary for publication is reproduced exactly as it appears in the folder, without alterations or corrections of any sort.

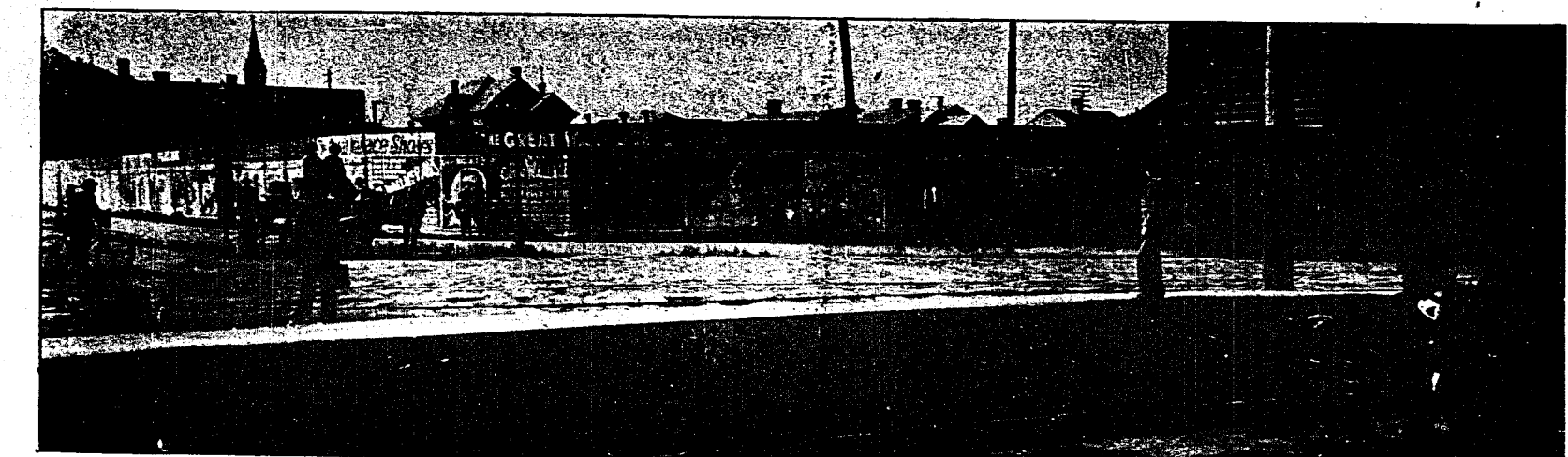
SPECIAL MEETING

of the Associated Bill Posters' Association of the United States and Canada, held at the Grand Hotel, Cincinnati, Ohio, Monday, January 6th, 1896, pursuant to call issued by President R. C. Campbell.

ton, Ky. St. Louis Bill Posting Co., St. Louis, Mo. American Bill Posting Co., Chicago, Ill. Delegates for State Associations as follows: F. M. Grooves, Indiana. F. Fitzgerald, Wisconsin. C. F. Bryan, Ohio. P. B. Oliver, Ohio. A. Harbinson, Indiana.

President Campbell announced having disposed of the Bill Board Advertising matter, the next order of business was the matter of the position taken by New York State Association in the matter of the application of O. J. Gude, and called upon Secretary Stahlbrodt of the New York State Association to state the case and facts to the Association.

Constitution and By-Laws, referring to "Soliciting Members" be stricken out in its entirety, two-thirds vote being required. The question was put and declared carried by the following vote: 14 ayes, 5 nays.



HOW AL. WEBER BILLED THE WALLACE SHOWS.

Meeting called to order at 2 o'clock by Pres. Campbell, who stated the object of the issuance of the call as follows:

The position taken by the New York State Association in the matter of the application of O. J. Gude. The position taken by Bill Board Advertising contrary to the Constitution and By-Laws of the Association. And the action of C. S. Houghtaling in failing to recognize our members at St. Louis, Mo., and Chicago, Ill., as the proper parties to do business with.

Secretary Carroll at this part of the proceedings arrived with the following members: E. A. Stahlbrodt, Rochester, N. Y. Erie Bill Posting Co., Erie, Pa. Whitmire & Filbrick, Buffalo, N. Y.

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Billboard Advertising

PUBLISHED MONTHLY AT 127 East Eighth Street, Cincinnati, O., U. S. A.

ADVERTISING RATES: Advertisements will be published at the uniform rate of twenty-five cents per square line...

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C., in Paris, at Bretano's, 17 Avenue de l'Opera.

Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 29th, 1895.

FEBRUARY 1, 1896.

ADVERTISERS who are now using the billboards, and those who contemplate a trial of this form of publicity, will doubtless read the proceedings of the Associated Bill Posters' Association convention with no little surprise.

STRANGELY enough, the deplorable state of affairs which now obtains in the Association, is largely due to the personal ambition of one man, who, with the exception of a brief interval of some six months, has been able to control every movement and action of the organization during its entire existence of five years.

judgment and business acumen. His strength though, partially due to appreciation of his splendid efforts in organizing the Association, and a deep knowledge of parliamentary proceedings, which he affects, still, lies mainly in the ingenious appeals which he makes to the cupidity and fear of his subjects. Riches, rapidly acquired, and opposition absolutely eliminated, are promised them through associated effort, and despite the fact, that he has fed them on this pap for over half of a decade, he still finds it an effective bribe.

It is not surprising under these conditions that the Associated Bill Posters Association has failed to accomplish any real good. Indeed, the only wonder is that the one or the other, that is, the Association or the business of bill posting in general, has not been utterly killed long since.

THAT failing, however, we are glad to inform members of the craft and billboard advertisers generally, that there is great promise of relief from an entirely different source. The Inter-State Bill Posters' Association is an organization formed with an object, and that object is the elevation and improvement of bill posting.

is by benefitting the craft at large. Though young, its growth has been wonderful. The A. B. P. A. had fourteen applications for membership in six months. The new organization had the same number in January alone.

The Boycott.

This Dastardly Expedient Invoked by the President of the Associated Bill Posters' Association. Letters are being sent out to members of the Associated Bill Posters' Association by the president of that organization, calling attention to a certain resolution, the gist of which is a bluff at coercing circus men.

"I hereby notify and request you not to post Liggett & Meyers' 8-sheet 'Sweet Moments' Cigarette bill (until they recognize the Associated Bill Posters' Association members.) for the reason that they have given the opposition company in Chicago the 'bill,' and they cannot give them a satisfactory showing without asking the Association member to post part of the billing, which they have done to-day.

THE facts in the case are, however, that the Liggett & Meyers Co. are entirely right in the matter. They have used the American Bill Posting Co. in the past, but recently determined that they were not receiving the service that they had contracted and paid for, and consequently made the change referred to, giving all of their Chicago work to Mr. Schaefer.

Now there are not many members that will pay any attention to the communication. Most of them argue that Liggett & Meyers, who for years have paid them in full and promptly for services rendered, are of far more importance and consideration to them, than the president or his private interests.

Some of them are unkind enough, too, to ask when he ever refused work under similar circumstances. It was not the Barnum Show work last year, yet they patronized non-association members, whenever and wherever necessary.

(We have actual knowledge of numerous occasions upon which the American Bill Posting Co. itself, has given work to this identical opposition firm.—EDITOR.)

CIRCUS MEN.

Convention of the Protective League of American Showmen.

The annual meeting of the circus men, which occurred at the Hotel Emery, January 7 and 8, was successful. Many of the bill posters who had attended the meeting at the Grand Hotel the day before remained over in order to shake hands with the showmen.

"Resolved, That the secretary of the Associated Bill Posters' Association notify all advertisers solicitors of advertising and Circus Proprietors of the full membership of this Association and request that they use the members of the Association in all cities where there is one, and all members are requested to notify by telegraph the president or secretary of any one not complying with this request."

Consequently the following questions were offered for debate: 1.—Why should bill posters charge circuses higher than regular rates? 2.—What retaliatory measures are contemplated by the Association in instances where showmen patronize independent or so-called opposition bill posters?

Mr. Campbell spoke first on behalf of the bill posters, denying that any measures of retaliation were contemplated by the Association. He was followed by Messrs. Tyner, McAllister and Leonard, the latter meeting the issue fairly and squarely and making many friends by his bold, frank and outspoken remarks.

A. S. Kohlund, Ephraim Sells and John F. Robinson responded on behalf of the showmen. The following Committee on License was appointed the following day, viz: Geo. M. Leonard, Harry Stoops, Mike Breslauer, Junius Garlick, Jas. A. Curran, Geo. F. McLain, Martin Dooley, Ed. Heverlin. Wm. H. Donaldson was appointed chairman and Mr. F. F. Schaefer of the Chicago Bill Posting Co., secretary.

Mr. J. E. Williams of the Gunning Co., of Chicago, was elected Chairman of the Board of Directors. Mr. W. H. Walker, of Detroit, was elected treasurer, and Mr. Geo. M. Leonard, first vice-president. Mr. Schaefer made many friends by the seal and earnestness he manifested on the license question.

Common Sense.

The ostrich hides his head when pursued and brought to bay, and thinks that by so doing he is protected from all dangers.

The course of procedure among bill posters seems to be much the same. They are constantly pursued by opposition, either actual or prospective, and ostrich-like they have huddled themselves together in an association, thinking thereby to protect themselves by concealing their heads under the cloak of the Association while leaving the most vulnerable part exposed to the attack.

A few reasons will demonstrate the utter impossibility of any mere organization affording the protection promised. First.—No boycott ever succeeded. The public despise it as a means and regard those employing it as despicable.

Secondly.—A very large proportion of any membership, owing to principle or the lack of it (both are potent here) refuse to obey a boycott order, thus rendering it largely inoperative at the outset.

Thirdly.—The law guarantees that one may, with security, purchase his commodity where he pleases. That this commodity happens to be publicity matters not.

Fourthly.—If a man sustain damages by reason of a boycott order issued by an incorporated association, he can sue and recover damages from the association at large.

Fifthly.—If they are not incorporated he can prosecute the members or any member thereof for conspiracy.

Besides all these, the most powerful reason of all is that good advertising mediums are plentiful, and no advertiser is compelled to use the boards if confronted with the slightest difficulty.

Circuses will bill a town whether the bill poster says they may or not. To quote examples which every one knows of is almost unnecessary, but if the protective feature of the A. P. B. A. is of the least value why were Miller Brothers, of Columbus left to fight their battle alone and unaided by the Association after the Barnum Show had instituted opposition there last Spring? Well this is why: the Barnum Show bills, association or no association.

If the bill poster is unjust in his demands, they simply go ahead and bill the town or city without him. And if the association members were to refuse to bill the Barnum Show they realize that they would be losing all the money that the Barnum Show is willing to pay and in addition establishing a well-developed opposition in most cases.

Unanswerable truths must be behind him who opposes his own judgment against the many, but, having those truths, he is a fool and coward if he is afraid to own it.

Our position in this matter has been far from popular. We have attacked the dearest idol of the Association, and every one knows that we have had the courage of our convictions, that we have spoken out in spite of popular clamor and attempted coercion.

We have seen the usefulness of the A. B. P. A. hampered by the petty jealousies, foolish individualism, and constant grinding of axes, which this "protective idea" fosters and encourages. We can see plainly that the Association will never

possess strength, influence or dignity until this false doctrine is rooted up. Under the present regime, meetings are largely given over to furthering personal ambitions, airing private grievances and fostering individual animosities. There is no time left for the discussion of measures having in view the good of the craft at large or the good of the Association.

It is high time the members deposed the would-be modern Moses, who is vainly trying to lead them out of the wilderness. True, he has brought them within sight of the promised land, but is utterly unable to go further. Thank him, gentlemen, and let him down easy, but let him down. And then never again let any one man dominate the Association.



SPAULDING & GORDON.

R. G. Spaulding, senior member of the firm, was born in Eau Claire, Wisconsin, November 27th, 1855. He attended the common schools of that place until he was twelve years of age, when he moved with his parents to Bloomington, Illinois. After remaining in the latter place five years he removed to Chicago and afterward to Eau Claire, his native city, where he finished his education in the high school of that place. At the age of twenty he entered the employ of the Eau Claire Book & Stationery Co., and after working up through various stages of advancement, in the Spring of 1880 he moved to Boise City, Idaho, and it was here that he became thoroughly familiar with the art of successful advertising and the best methods of publicity, as solicitor for the Idaho Daily Statesman. In October 1882 he engaged in the business of bill posting, distributing and general advertising, installing into that business, which had hitherto been piloted by any unscrupulous owner of a ten cent brush and pail, strict business methods.

In August, 1895, the firm of Spaulding & Gordon was formed, with Mr. Spaulding as Manager, and Mr. Gordon as Secretary and Treasurer. They are members of the Inter-State Bill Posters' Protective Association, the International Association of Distributors of North America, and the Pacific Coast Bill Posters' Association. They also control the advertising in the cars of the Boise Rapid Transit Street Railway Co., and are lessees and managers of the Sonoma Opera House, a favorite house for popular priced attractions. Their motto has been and always will be: "Post Plenty Paper, Proved Patrons Pleased, Produces Profitable Publicity."

PACIFIC COAST BILL POSTERS.

The Association Holds Its Ninth Annual Convention at San Francisco, January 7th.

Pursuant to call of the President, the Pacific Coast Bill Posters assembled in annual convention at 1 P. M., January 7th, 1896.

On Roll call the following cities were represented by bill posters: Cal. Ad-signs Co., Messrs. Owens & Simpson, San Francisco; Al. Stilwell, Oakland; Geo. P. McLain, Los Angeles; W. H. Lee, Santa Rosa, C. Lavansaler, Napa City; M. D. Neild, Vallejo; W. A. Caswell, Sacramento; R. Deitz, Woodland; W. E. Daunt, Modesto.

The following officers were noted present: President, G. F. McLain; Vice-President, Al. Stilwell; Secretary, Arthur M. Plato; Treasurer, W. H. Lee.

Minutes of previous meeting were then read and on motion approved and adopted. Reports of Standing Committees: Executive Committee report having passed on the following applications during the year and recommend that the applicants be declared elected to membership: A. E. Moore, Santa Clara, Cal.; W. Buck, Wheatland, Cal.; C. H. Lillibridge, Auburn, Cal.;

Geo. Trank, Arcata, Cal.; Schwartz & Baehr, Prescott, A. T. On motion the above-named applicants were duly balloted on and declared elected to membership.

Report of Special Committees: In matter of application of Leal & Brown, of Livermore, Mr. Stilwell explained that the original bill poster for that point is Mr. Spencer, a former member of this association who desires reinstatement as soon as the matter of conflicting claims between himself and Leal & Brown is adjusted by this Association.

On motion of Al. Stilwell that the money paid by Leal & Brown of Livermore, be refunded them and that Mr. Spencer be elected to membership as the member from that city. Motion carried, and secretary instructed to act in accordance therewith.

Applications for membership: Chas. Lavansaler, (reinstatement) Napa, Cal. Chris. Ulrich, Jacksonville, Ore.; F. Drake,

Complaint having been filed against member W. J. Stafford by Mr. Scott, of the Evans Chemical Co. relative to unsatisfactory service, on motion of Al. Stilwell, the entire matter was referred to a committee on investigation, said committee to be appointed by the chair. No committee was appointed at that meeting.

Resolution offered by secretary A. M. Plato, that BILLBOARD ADVERTISING be recognized as the Official Organ of this Association. On motion, same was unanimously adopted.

Nominations and election of officers being declared in order, action thereon resulted in the selection of the following named gentlemen to serve the interest of the members for the ensuing year: President, W. H. Lee, Santa Rosa, Cal. Vice-Pres., C. Lavansaler, Napa City, Cal. Secretary, G. P. McLain, Los Angeles, Cal. Treasurer, W. A. Caswell, Sacramento, Cal. Advertising Contractor, Arthur M. Plato, of San Francisco, Cal.

On behalf of the Association, Mr. Plato presented the retiring President with a handsome cane made from the wood of Admiral Farragut's Flagship, "Hartford." The cane was suitably inscribed in silver mountings, and was tendered as an especial mark of appreciation, in recognition of President McLain's services to the Association. The cane was donated by Mr. M. D. Neild, of Vallejo, who vouches for its authenticity, and being himself a mariner in earlier days is conscious of the patriotic reminiscences which cluster about the ship from which the cane was made.

The retiring officer duly installed the officers-elect, and the business was proceeded with. On motion, the association presented the retiring secretary with the sum of twenty dollars, in consideration of services rendered during the year, and, on motion, warrant was ordered drawn for the amount.

Several hours were then spent in discussing matters pertaining to the future welfare of the members and the betterment of the business, all present participating. There being no further business the convention adjourned, subject to the call of the president. Respectfully submitted, ARTHUR M. PLATO, Acting Secretary for the Session.

PUBLISHERS' CORNER.

The most remarkable book of 1895 was the collection of advertisements submitted to The Inland Printer in the contest for prizes offered by the Riverside Paper Co. for the best advertisement for their Magna Charta Bond.

This book should be in every printing office in the land, and no one interested in advertising should be without it. The price is 50c. Sent on receipt of price by the Inland Printer Company, Chicago.

As regards the new publication which is to drive us from the field, we can only say that while it will probably afford us some little amusement a little later on, just at present it causes us absolutely no concern. Freed from any entangling alliances, we will continue to give all the news and cover the entire field. Our so-called opposition will concern itself only with the affairs of the A. B. P. A. As a consequence the content from the contest will be of unequal value. When a puglist prepares for a fight he usually goes into a rigid course of training; not so with the publishers of The Bill Poster however. They propose to get ready for the fray by cutting off an arm or two, preparatory to tackling their able-bodied and more experienced adversary.

FAIR NOTES

Secretaries of fairs should at once send their dates and rosters for publication.

The fair associations are holding meetings now. If they will send in reports of these meetings, much benefit will result.

BILLBOARD ADVERTISING reaches the Secretary of every fair in the United States and in many instances the other officers as well.

Secretaries, are you interested in what the other fellows did at their meetings? They feel as you do. Send along your reports.

The South Dakota Board of Agriculture met January 14th to select a location for the State Fair. Mitchell, Yankton and Aberdeen are candidates. At least \$1,000 in cash, the necessary buildings and grounds and the printing for the fair must be guaranteed by the successful candidate. After serving one year as a member of the board, W. D. Russell has just discovered that he is not eligible to that office, being also a member of the State Legislature.

The Ellendale, Ky. fair to be held at Curds-ville, Ky. this year, is in the market for new schemes for advertising. They are progressive folks out there, and this fair last year achieved the distinction of being the best fair held in Western Kentucky. It had attendance, in interest and financially. This very pleasing result was obtained by generous and judicious use of printer's ink. They are coming stronger this year, and want the latest and best advertising that they can secure. The secretary is R. T. Smith, and may be addressed at Sorgho, Ky.

At the meeting of the Eastern and Western Fair Association, in Chicago, the dates for holding the fairs of the several States were fixed as follows: New York, August 19 to 24; Nebraska, August 31 to September 5; Iowa, September 7 to 12; Michigan, same dates; Minnesota, September 14 to 19; Indiana, same dates; Wisconsin, September 21 to 26; Illinois, September 28 to October 3; St. Louis, October 5 to 10.

Secretary W. C. Shepherd, of the Butler County Agricultural Society, has submitted his annual report. It shows for the last Butler County Fair, a deficiency of \$2,459.69. The Board has received the ultimatum of the County Commissioners, which is that they will not be allowed to raise any more money on the property of the Agricultural Society.

The newly elected directors of the Oshkosh Fair Association held a brief but important meeting at Oshkosh, Wis., December 11. All the members were present, as follows: Gabe Bonck, D. W. Rowlands, F. C. Schneider, J. A. Froelich, Wm. Glatz, Thos. Spalding, W. J. Hay, Clyde Buckstaff, Chas. Rundie, J. N. Hoaglin, John Davis, George Hilton, John Laabs, C. E. Angell, and Daniel Witzel.

Some miscellaneous business was transacted and before adjourning the directors discussed the dates for the Summer Race Meeting and the Fair for 1896, and ended by fixing upon July 1, 2, 3 and 4 for the Summer Meeting, and Sept 14 to 18 inclusive for the Fair. These dates were considered as probably the most desirable, and by announcing their choice early other track and fair associations in the state are likely to refrain from selecting the same.

Fully 7,000 people passed through the gates December 16th, the opening day of Oakland's First Industrial Exposition, and that in spite of the disagreeable drizzling rain that commenced soon after the doors were thrown open and continued well into the night, and all expressed surprise and pleasure at the number and quality of exhibits of home manufactured goods.

LIST OF FAIRS. 1896.

Copyright 1896

ILLINOIS.

Carlin. Vermilion Co. Agricultural and Mechanical Association Fair, Aug 18-21 T A Taylor, President; G S Fleming, Secretary; H H Kidd, Treasurer. Champaign. Aug 2-8 Farmer City. Aug 17-21 Mt. Carroll. Carroll Co Fair, Aug 25-28 Geo F Buckner, Pres; Geo C Kenyon, Sec'y Springfield. Sept 28-Oct 2 Watseka. Iroquois Co. Agricultural Association Fair, Sept 7-17 H C Lovett, President; L F Watson, Secretary

INDIANA.

Bainbridge. Aug 3-7 Bloomington. Aug 10-14 Crawfordsville. Sept 7-11 Frankfort. Aug 25-28 Indianapolis. Sept 14-28 Kendallville. Sept. 28. Oct. 2. Nathan Roberts' Pres.; John Mitchell, Treas.; J. S. Conlogue, Sec'y. Lafayette. Aug 31-Sept 4 Lebanon. Aug 17-21 Paoli. Sept. 9-12 A W Brown, Pres't; H F Davidson, Sec'y; S S McIntosh, Treas Sheridan. Aug 10-14

IOWA.

Columbus Junction. District Fair, Aug. 25-29. R F Mc Ounell, Secretary National. Clayton Co. Agricultural Society Fair, Sept. 8-11. C Hempel, Sec'y, Elkander, Ia. Wanakee. Farmers' Fair, 23-25. C M Bowman, Pres't; Capt Wm S Hart, Sec'y

MAINE.

Bridgeton. Farmers and Mechanics' Fair Second week in Sept

MARYLAND.

Roseford. Talbot Co Fair Association, Great Eastern Shore Fair, Sept 15-18. Jos. B Harrington, Pres't; M M Higgins, Sec'y

MASSACHUSETTS.

Amesbury. Amesbury and Salisbury Agricultural Society Fair, Sept 22-24. C W Woods, Pres't; J A Davis, Treas; A H Fielden, Sec'y Barnstable. Barnstable Co Agricultural Society Fair, Sept 8-10. Henry M Hutchings, Sec'y South Lancaster. Worcester East Agricultural Society Fair, Sept 10-11. John E Thayer, Pres't, Lancaster, Mass; W A Kilbourn, Sec'y South Lancaster, Mass; Lucius Field, Treas, Clinton, Mass.

MISSOURI.

Kahoka. Clark Co Agricultural and Mechanical Association Fair, Sept 14-17. W M Boulware, Pres't; Joseph Vandolah, Sec'y Trenton. N M C A Ass'n Fair, Sept 15-18 G W Smith, Pres't; W E Austin, Treas; Peter H Yakey, Sec'y

NEW YORK.

Albion. Orleans Co Fair, Sept 17-19. E A Rowley, Pres't; L H Beach, Sec'y; A W Barnett, Treas. Dryden. Dryden Fair, Sept 22-24 S G Lupton, Pres't; J B Wilson, Sec'y Elmira. Chemung Co Fair, Aug 31, Sept 4. Frank Cassada, Pres't; Geo McCann, Sec'y, E J Young, Treas Jamestown. Warren Co Fair, Sept 15-18 Lowville. Lewis Co Agricultural Association Fair, Sept 15-18 W J Milligan, Sec'y and Treas Scholastic. Scholastic Agricultural Society Fair, Sept 28-30. Daniel W Jenkins, Pres't; J B Becker, Treas; Frank K Grant, Sec'y

OHIO.

Canfield. Mahoning Co Agricultural Society Fair, Sept 22-25. B P Baldwin, Pres't, Tiger, Ohio; H A Manchester, Treas, Canfield, Ohio; J H Ruhlman, Sec'y, Youngstown, Ohio Kenton. Hardin Co Fair, Oct 6-9, A M Reid, Sec'y Urbana. Champaign Co Fair, Aug 18-21, J W Crowl, Sec'y

PENNSYLVANIA.

Kutztown. Keystone Co Agl & Hor Soc Fair, Oct 6-9 Jacob R Heffner, Pres't, Monterey, Pa J D Warner, Treas; J P Hines, Sec'y Stoneboro. Mercer Co Agr Soc Fair, Sept 22-24 R J McClure, Pres't, Sandy Lake, Pa; R P Cann Treas; J P Hines, Sec'y

TENNESSEE.

Columbia. Columbia Fair Association Fair, Oct 6-9 W P Waldrige, Pres't; J J Fleming, Treas; B S Thomas' Sec'y, Hurricane Switch, Tenn

VERMONT.

Brandon. Brandon Fair Association Fair, Sept 16-17 Woodstock. Windsor Co Agr Soc Fair, Sept 22-24 E Montague, Pres't; H C Lockwood, Treas; John S Eaton, Sec'y Waterbury. Winooski Valley Agricultural Association, Sept 8-10, E G Hooker, Sec'y

WEST VIRGINIA.

Wheeling. Exposition and State Fair, Sept 7-17, Geo Hook, Sec'y

WISCONSIN.

Ashland. Ashland Co Agricultural Society Fair, Sept 9-11; J J McGeehan, Pres't; John A Watson, Treas; R F Spencer, Sec'y Darlington. Aug 26-29. James Haakin, Pres't David Schreier, Treas; Geo F West, Sec'y Milwaukee. Wisconsin State Fair, Sept 21-26 T J Fleming, Sec'y, Madison, Wis

Oshkosh. Oshkosh Fair Association Race Meeting, June 25-28 Fair and Exposition, Sept 9-12 John Laabs, Pres't; Geo Hilton, Treas; C E Angell, Sec'y.

Poultry Shows.

NOTE - Unless given, the secretary's address corresponds with that of the show.

DISTRICT OF COLUMBIA.

National Poultry Show, Washington. Geo E Howard, sec'y, Feb. 14-18.

NEW YORK.

New York Poultry and Pigeon Association, Madison Square Garden, New York City. H V Crawford, sec'y, Montclair, N J, Feb. 1-5. Utica, Feb. 9-13. D. A. Carter, sec'y.

Conventions, etc.

St. Paul, Minn. C. A. R. Reunion, Sept. 25. St. Louis, Mo. National Republican Convention, June 16.

Expositions.

Nashville, Tenn. 1896. Sept. 1 to Dec. 24. St. Louis Mo. 1896. Indefinite. Baltimore, Md. 1896. Indefinite. Dallas, Tex. 1896. Oct. 12 to Nov. 15. Cleveland, O. Centennial Exposition commences, July 22. City of Mexico. International Exposition, Dedication as a National Exhibit. Sep. Opens as an International Exposition. Sept. 15.

Foreign Expositions.

Paris, France. 1900. April 15 to Dec. 31. General offices, 26 Avenue de la Bourdonnais, Champ de Mars, Paris. M. Alfred Picard, Commissaire General. M. Henri Lardon, Secretaire General. Johannesburg, South Africa. 1896. May 1 to June 30. Chas. P. DeGarmo, Director General, P. O. Box 1939, Johannesburg, S. A. R., South Africa.

THE Babbitt Entry and Record System

Will interest the Secretary of anything.

From a Cat Show to a County Fair,

Because it is UP TO DATE. Designed 1896.

SEND FOR SAMPLE LEAVES.

ARTHUR BABBITT, MADISON, WIS.

The Hustler Advertising Co. Mailing and Distributors, Office, 24 N. Miner St., Ft. Wayne, Ind. Prompt Service by Reliable Men.

Booklets!

Have you seen the kind I write?

W. Chandler Stewart, 4114 Elm Ave., Phila.

Iowa Advertising Co. ESTHERVILLE, IOWA.

All kinds of advertising and distributing. Work done honestly and promptly.

Thibodaux La. - Population, 5,000.

THE LAFORCHE ADVERTISING CO.

City Bill Posters and Distributors, Own and control 400 running feet of boards. Best locations. Prompt service guaranteed. Lock Box 268, THIBODAUX, LA.

A LITTLE JOURNAL OF... PROFITABLE ADVERTISING

Being an exponent of useful and unique ideas for those with wares to proclaim. Published with illustrations each month by Kate E. Griswold, from 13 School Street, in Boston Town. Subscription, \$1.00.

Saratoga City Bill Posters

We own and control all bill boards in our city. Commercial Posting and Distributing a Specialty. For particulars address FRANK EDDY, Manager.

SURE AS DEATH AND TAXES

WHEN YOU USE THE BILLBOARDS IN LEXINGTON,

SURE, That it's the best town in the state SURE, That the people have money to spend SURE, That every sheet of paper you send to RAMSEY & CO. will be posted in good locations, on good boards, with good paste, and not too many in a place. SURE, That it will not be covered with other paper until time is up. SURE, That if you don't pay the price you don't post SURE, That if you do pay the price you get more for your money than you expected.



ONE OF OUR DOBS

OUR ART BULLETINS UNEXCELLED, 30 CENTS A FOOT A MONTH

Advertisement for Ramsey & Co. Bill Posters. Includes a portrait of a man and a large illustration of a bill poster with the text 'RAMSEY & CO. ART JASTE APER AND LUSH RAMSEY & CO. GENERAL ADVERTISERS. 137 E. MAIN. NEXT DOOR TO POST OFFICE. The Price: 7 Cents 30 Days.'

The Inter-state Guide

PUBLISHED BY THE

Inter-state Bill Posters' Protective Association,

IS NOW READY FOR DISTRIBUTION.

CLARENCE E. RUNEY, Secretary,

WAUKEGAN, ILLINOIS.

Write for Free Sample Copy.

P. F. SCHAEFER, President,
Chicago, Ills.
P. G. STOUT, 1st Vice Pres't,
St. Louis, Mo.
W. J. HORN, 2nd Vice Pres't,
Springfield, Ill.
P. B. HABER, 3rd Vice Pres't,
Fou du Lac, Wis.
CHAS. C. MAXWELL, Treas.
Lincoln, Ill.
CLARENCE E. RONEY, Sec.
Waukegan, Ill.
P. G. STOUT, D. SPENCER, A. H. CARNEGIE, F. P. MEYERS,
L. E. TIEMANN, C. STARKS,
G. HEBERT, C. E. PERRY, A. D. GOODMAN, A. J. TURNER, C. H. GRIEBEL, L. ROLEY,
TARRANT & KRONSHAGE, Milwaukee.—Attorneys—MAXWELL & MAXWELL, Lincoln,
CHAS. B. KITTRIDGE, Waukegan—Travelling Inspectors—C. E. RONEY, Waukegan.

Inter-State Bill Posters' Protective Association.

Scale of Prices Adopted
for Listed, Protected
and Renewed.
30 DAYS' DISPLAY.

Population	Per sheet.
1,000 to 5,000	3 cents
5,000 to 10,000	4 cents
10,000 to 20,000	5 cents
20,000 to 40,000	6 cents
40,000 to 60,000	8 cents
60,000 to 150,000	9 cents
Over 150,000	12 cents
One Sheet, 15 days	3 cents

ADDRESS ALL CORRESPONDENCE TO THE SECRETARY.

THE LEADING SHOW PRINTERS
(LITHOGRAPHIC OR BLOCK)
IN THE UNITED STATES USE

THE AULT & WIBORG CO'S POSTER INKS

ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI
NEW YORK
CHICAGO

Hennegan & Co.

127 East Eighth St.

Cincinnati, O.

Print

Posters

The kind that pays.
Any Style.
Any Size.
Any Color.

Prices for Poster Work of any kind,
either engraved or from type,
given on application.



"Say" Poster and Dodger. Red and Black. Copyright, Hennegan & Co.

Hennegan & Co.

127 East Eighth St.,

Cincinnati, O.

Print

Posters

Newest Designs.
Catchiest Ideas.
Best Work.
Lowest Prices.

Samples of some of our Stock Posters,
Steamer Letters, Borders, etc., sent
free on application.

ELDER, JENKS & RABORG

'Excelsior'

Circus Paste

AND
BILL POSTERS' BRUSHES

Made of Hard Wood head,
best long Russian Bristles,
copper wired. The most
practical and reliable brush
made.

Will not come apart.
Used and recommended
by Barnum, Forepaugh and
the leading Circuses and
Bill Posters throughout the
United States and Canada.

Size 9 inch.
Price \$30.00 per doz.
\$3.25 Each

Extra Extra for Circuses.
\$40.00 per Doz. \$4.00 Each.

sent U. S. D. to all parts of
the Country
ELDER, JENKS & RABORG
Brush Manufacturers.

127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

The DIXIE System Company

Has the greatest invention of the age for Dressmakers,
Furriers, Cloakmakers and Ladies' Tailors.

Perfect Fitting Patterns

PRODUCED IN 15 MINUTES.

ANYONE CAN LEARN IT. SEND FOR PRICES.

WHOLESALE PRICES TO DRESSMAKERS.

Address for Particulars,

THE DIXIE SYSTEM CO.

52, 53 and 54 Glenn Block, CINCINNATI, OHIO.

Agents wanted in every city and town in the United States,
and our terms to Agents are more liberal by half
than anything else they will find

BOISE CITY,
IDAHO,
POPULATION, 8,000.

SPAULDING & GORDON, LICENSBD City Bill Posters' Distributors.

Members of Interstate Bill Posters' Protective Association, and International Association
of Distributors of North America, and Pacific Bill Posters' Association.

We have more billing space that
all other towns in Idaho put
together.
The city is booming.
Send on your paper.
References furnished.



ARE everywhere adding
neat little sums to their
incomes by selling our
commercial posters. We
allow a commission of 20
per cent. on all orders,
and it amounts to con-
siderable in the course of
of a week.

Many are making from \$20.00 to \$40.00 per week.
J. M. Dishon, of Terre Haute, Ind., made \$47.00
commission on a single order, and the posting netted
him \$135.00 more.

Let us send you a set of samples. They are free.

THE DONALDSON LITHO. CO.

Cincinnati, O.

"The Bill Poster"

The English counterpart of *Billboard Advertising*. Subscriptions,
50 cents per year, post free, may be sent to No. 127 East Eighth St.,
Cincinnati, O.

HIGH-CLASS Half-Tone ENGRAVING.

SEND

A good
Photograph
and
Get a
Good
Cut.

PRICES:

2x3, \$2.50
2 1/2 x 3 1/4, 2.65
2 1/2 x 3 1/2, 2.75



PRICES:

3x4, \$3.00
3 1/2 x 4 1/2, 3.25
4x5, 3.50

SEND

The
Money
With
The
Order.

The Helleberg Photo-Graving Co., Cincinnati

ONE GIVES RELIEF.

R-I-P-A-N-S

The modern stand-
ard Family Medi-
cine: **Cures** the
common every-day
ills of humanity.

MONTANA

Bill Posters' Association

C. A. HARNOIS, Helena,
STATE CONTRACTOR FOR
Bill Posting, Distributing, and
General Advertising.

Helena, Butte, Great Falls, Missoula,
Anaconda, Bozeman, Livingston,
Billings, Deer Lodge.

HAGERSTOWN, MD. Population, 14,500.

CLAYTON E. DOUB,
Distributor of Circulars and Samples.
Reference furnished.

THE STAR
COIL SPRING SHAFT SUPPORT
AND ANTI-RATTLER.

GET THE BEST

THE DECATUR SHAFT SUPPORT CO.
Decatur, Ill.

No Office Complete Without It.

Business

A Practical Journal of the Office

It saves money by discovering the
best way of doing things in the office.
It treats particularly upon

ACCOUNTING, OFFICE ROU-
TINE, BUSINESS MANAGE-
MENT and ADVERTISING,
and incidentally upon FINANCE,
MANUFACTURE, TRANS-
PORTATION, COMMERCE
and ECONOMICS.

The stated departments of the paper
include OFFICE MAIL BAG, being letters
from practical men on office and busi-
ness topics; OFFICE RECORD, con-
taining illustrated descriptions of new
devices; BUSINESS LITERATURE, or
reviews of new books; ART AND PRA-
CTICE OF ADVERTISING, presenting stud-
ies in successful publicity; INSTITUTES
AND ASSOCIATIONS, recording the
transactions of the organizations among
office men; and BUSINESS LAW, pre-
sented articles on law topics of spe-
cial importance to business managers.

The supplement, PRACTICAL AC-
COUNTING, contains carefully prepared
articles on accounting methods, in-
cluding descriptions in detail of the
accounting practiced in leading estab-
lishments.

Monthly, 40 pages, illustrated, in-
cluding supplement, \$2 a year. Sample
copies (mentioning this advertisement)
free.

KITTRIDGE COMPANY, Publishers
13 Astor Place, NEW YORK.

Send for the Ad-age, Boston. It has 25 Prize
Ads in each issue. 10c a year.

STEINBRENNER'S
CINCINNATI
DISTRIBUTING
SERVICE

Competent, Reliable, Honest, Sober, Experienced

A thorough, efficient and economical means of reaching the buyers of
Cincinnati, Ohio. We are in a position not only to guarantee honest ser-
vice but also a reasonable proportion of direct results.

Circulars \$1.50 per 1000
Folders \$1.75 per 1000
Booklets \$2.00 per 1000
Almanacs \$3.00 per 1000
Samples \$1.00 per 1000

Address:
W. H. STEINBRENNER,
811 Vine Street,
CINCINNATI, O.

1896.

THE DONALDSON GUIDE

3d Edition now in process of compilation.

Will embrace every town of over four hundred and fifty inhabitants in the United States and Canada, with a full and complete description of each.

- It gives the population of the town.
It gives the population of the county.
It gives the name of the bill poster.
It gives his street address.
It gives the name of the distributor.
It gives his street address.
It gives the name of the opera house.
It gives the name of the local manager.
It gives the names of the halls.
It gives the names of their managers.
It gives the names of the newspapers.
It gives the names of the editors.
It gives the date of publication.
It gives the names of the dramatic critics.
It gives the names of the dramatic correspondents.

It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents.

The book will consist of over four hundred pages, 7x10 1/2, handsomely bound in cloth and gilt. In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopedia and the International Professional Register.

GET YOUR NAME IN

The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued.

The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributors and show printers to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc.

Blanks are provided for this purpose by the publisher and can be had upon application.

It is to the interest of every bill poster and distributor to have his town properly represented and described. Let the advertiser know its resources and the number of people he can reach. Let the showman know the circus license and whether their is a desirable lot. Tell the theatrical manager what kind of theatres, opera houses, or halls you have.

It will bring you business.

Because it will be consulted almost daily by the advertisers, showmen and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put in an advertisement immediately following the description of it, stating the present population, together with such other advantages as it may possess. The advertising rates are very reasonable. Twenty-five cents per agate line for a year's advertising is in fact exceedingly low. At this rate a space of half inch single column comes to \$1.75, or an inch to \$3.50.

REMEMBER, that the DONALDSON GUIDE will henceforth be published largely in the interests of bill posters, distributors and advertisers. Heretofore it has been given over almost entirely to managers of opera houses and showmen, but from now on this will be changed. Give it your endorsement. Talk it up. Enlist the interest of your local managers. In fact, add it in any manner you can. It's a good thing, and if accorded the support it deserves will be a big thing for all parties interested.

SEND FOR BLANKS

The price of the Donaldson Guide is \$5.00 each, and it is worth many times its cost to those who need it. To persons, however, who have not yet had an opportunity of examining the work, or agents who desire to canvass for subscriptions or advertisements, a copy of the current edition, of which a few are still on hand, will be sent upon receipt of \$2.00. Address all communications or inquiries to the publisher.

W. H. DONALDSON, Cincinnati, Ohio.

Mauberret's Printing House, Limited
Printing Posters
Work THE FINEST. Prices THE LOWEST.
all sizes all styles.
Branches. 526 to 532 Poydras Street, NEW ORLEANS. Engraving

I Am An Ad Writer

Because I have a brain trained for the business and really love the work.

I have no other "irons in the fire."

I know I turn out good work, because sensible business men who employ me say so. I want to write your ads, because I am positive I can make them effective.

I am not boasting—simply claiming what I can prove. Will you put me to the test?

Two "ads," two dollars. Money back if I fail to suit you.

JED SCARBORO,

48 Arbuckle Building, Brooklyn, N. Y.

ROOSEN

INK WORKS,

66-68

JOHN STREET,

BROOKLYN, N. Y.

MANUFACTURERS OF PRINTING AND LITHOGRAPHING INKS AND DRY COLORS.

CHEW GOOD TOBACCO. SHAKESPEARE PLUG TOBACCO. CHAMPAGNE FLAVOR. Is made from the best selected Kentucky Barley Leaf, wrapped in Gold Foil, and is just sweet enough to be good. Sent by mail in neat paper boxes, 1 lb., \$1.00; 1/2 lb., 50c; 1/4 lb., 25c. IT'S AN ELEGANT CHEW. FALLS CITY TOBACCO WORKS, 117 & 119 Butler St., Louisville, Ky.

Let's Get Acquainted?

Send for our Specimen Book; that will introduce us, but Don't forget to ask about our CHINESE BLACK.

"Just for fun, you know—not business—for, of course, you are perfectly suited" and would not change your ink for your father's. Yes, we know; sounds natural.

Eagle Printing Ink & Color Works 148-152 Monroe Street, Chicago.

To the first ten persons sending us orders for our inks, resulting from this ad in "Billboard Advertising," we will send a handsome present. So be sure and mention this paper.

Printer's Ink Helps Advertisers!
It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of advertising.
Enables you to profit by the experiences—and adopt the methods—of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable.
Instructs you—and exemplifies—how to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.
Contains timely hints about mediums, tending to aid you in selecting profitable ones to advertise in.
Subscription price now \$5 a year. Sample copy, 10 cents.
10 Spruce Street, New York.

When you write, mention Billboard Advertising.

DEAFNESS CURED
400 BOSTON ST.
P.O. Box 100, Boston, Mass.
W. B. FROST, Proprietor.

We Employ Young Men
to distribute our advertisements in part payment for a high grade Acme bicycle which we send them on approval. No work done until the bicycle arrives and proves satisfactory.

Young Ladies employed on the Acme Cycle Co., Elkhart, Ind.
If boys or girls apply they must be well recommended. Write for particulars.

Acme Cycle Co., Elkhart, Ind.
FR. WORTH, TEX., Oct. 10, 1895.
DEAR GIRLS:—My Acme Light Roadster arrived yesterday morning and not only myself but everyone that has seen it pronounces it a strictly first-class wheel and a beauty. I am very well pleased with the same, and will do all I can to get a great many more to buy your wheel. Yours truly, C. H. CHEATHAM.

ALLIANCE, OHIO, Oct. 12, 1895.
Acme Cycle Co., Elkhart, Ind.
DEAR GIRLS:—Having given my wheel a good trial, am ready to say I am exceedingly well pleased and thank you very kindly for the favor and privilege you have given me. I showed the wheel to one of our prominent bicycle agents, who did his best to sell me a wheel, and he said after taking a short ride on it that it was a fine wheel; and I know if the material is as good as the finish I will never regret my bargain. Yours truly, SETH BARTON.

WE HAVE NO AGENTS
but ship from our factory at wholesale prices. Ship anywhere for examination; pay freight both ways if not satisfied. 100 styles of Carriages, 50 styles of Harness. Send 4c for 112 page catalogue. W. B. FROST, Proprietor, Elkhart, Ind. No. 1184 828.

ESTABLISHED 1879.

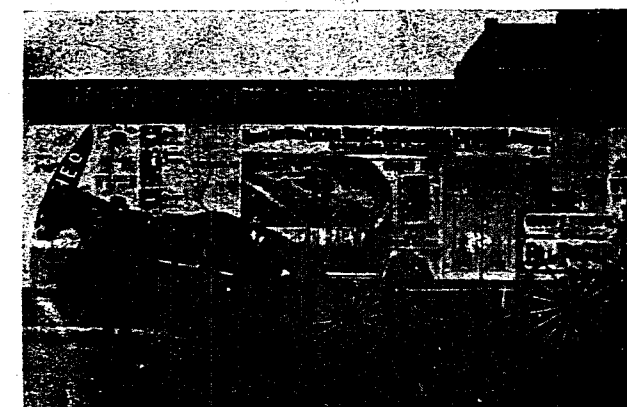
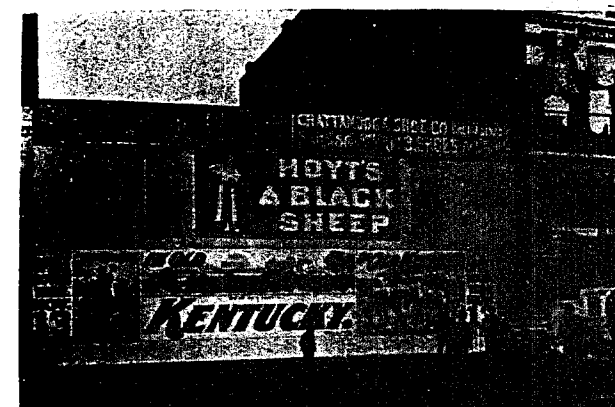
HARRY E. STOOPS, Manager.

POPULATION, 50,000.

The Stoops Bill Posting and Advertising Co.

OWNING THE FINEST LINE OF BOARDS IN THE SOUTH.

CONTROLLING ALL THE DEAD WALLS IN THE CITY.



CHATTANOOGA, TENN.

Grid of various billboards and advertisements in Chattanooga, Tennessee, including dates like 'OCT 26' and 'OCT 10'.

PUT CHATTANOOGA ON YOUR LIST.

**THE
O.J. Gude Co
OUT DOOR
ADVERTISING**
New York.


1894 Our Customers spent less than 4% of their entire appropriations in Bill-Posting.

1895 It increased to over 12% more than \$200,000.

1896 It will further increase if the Bill-Posters recognize that service and service only will bring permanent and profitable business and that organization is effective only as it conserves the interest of the advertiser as well as the Bill-Poster.


[DESIGN BY COURTESY OF JAMES PYLE & SONS—PEARLINE]

**"I'll stick this up anyway
It's for the good of the
Cause."**



BILLBOARD ADVERTISING

A
Magazine
for
Business Men
who
think.



J. E. WILLIAMS.

March, 1896.

POSTERS AND PAMPHLETS.

A. CRESSY MORRISON.

The question of billboard advertising has annually presented itself, with gradually increasing emphasis, during my entire experience as an advertiser. I have never had a doubt as to the value of this class of display advertising as a means of immediate local publicity, but I have had my misgivings—and I think they have been justified—as to the reliability of the average bill poster. The fact that advertising has, during the past, been considered other than a science, that notoriety has been mistaken for reputation, and the attainment of publicity by flashy methods or in any way, has been regarded as the goal to which the advertiser was tending, has, through the early connection of the bill poster with the circus, induced the bill poster to believe that all advertising was a species of circus, a frolic; and instead of his bills being carefully put up, they have been slapped up. The bill posting profession, from my observation, has been more completely imbued with this idea than almost any other line of advertising thought, and the careful advertiser, observing this tendency, has been driven away from a profitable field by the personnel and the average untrustworthiness of this class of display. It should be thoroughly understood and stated with emphasis here that for years there have been thoroughly reliable bill posters, just as there have been admittedly thoroughly unreliable ones, and the advertiser, being unable to discriminate, has been loathe to see his profits on the reliable poster absorbed and turned into a loss by the bad business methods of the unreliable.

Theatres, amusements of all kinds, and one or two other lines of business have seemed to enjoy the bill poster's most strenuous and careful efforts, for the bill poster knows that he would receive from this class of advertisers a certain regular annual amount of posting; and besides, he has been under the supervision of the local manager of the theater or the careful checking of the circus bill poster, who was one of the fraternity, so to speak. But when the general advertiser, seeking publicity, sent his bills to a bill poster a thousand miles away, those bills have awaited the convenience of the bill poster and sort of drifted in, and though it may have been the desire of the advertiser to make a complete display at one time, they have been spread over six or eight weeks. The charge may have been right, but the lack of attention, the delays, have lost for the advertiser the entire effect. By making his shot scattering he has failed to penetrate the public mind, although the work was done conscientiously enough, as far as the time of display was concerned, by the bill poster, but every thing else had been given precedence. It therefore became true that although a large advertiser might spend more among the bill posters of the nation than any one theatrical company, yet his display was desultory and ineffective, and the individual or local bill poster looked upon it as so small a matter that it was scarcely worth his attention.

These methods deterred me for over six years from entering into a field which I

felt would be profitable, provided I could get exactly what I paid for. But a change has come. The bill posters of the country realized that life was not a continual frolic; that bill posting, if intelligently done, became a dignified occupation; that there was a science in bill posting, as in all things. They learned to call it a profession, and to take a pride in it. Then came the formation of a Bill Posters' Association, national and inter-state; then local organization; then a system of education in business ethics by bill posters for bill posters. Then came more rigid rules regarding membership. All this resulted in a pressure of opinion among bill posters which either whipped a careless or dishonest man into line or excluded him from the association. It is needless for me to say that the general advertisers were quick to appreciate the value of this organization, the making of a standard price, the proper criticism of loose methods by bill posters themselves; and the amount of commercial advertising which is now being placed by bill posters attests the fact that there were many others who were as anxiously awaiting the dawn of the new era as I have been.

Last year I sent forth a few little fluttering doves, amounting to a paltry hundred thousand sheets of posting. It was well displayed by members of the association, and by-and-by the doves returned to me, bringing the green little olive-branch dollars in sufficient numbers to warrant me in believing that the posting was not only well done, but that it was a profitable venture, which could be made more so by the display of better designs and in larger numbers. The confidence thus acquired has made the number of sheets arranged for this year nearly four hundred thousand, and although this is insignificant from the standpoint of large advertisers, it is another of those feelers which an advertiser usually, if thoughtfully, sends out before venturing from his shell. Where large sums are involved, the advertiser becomes somewhat of a hermit crab, venturing with caution, keeping his shell well over him, preparing to jump back into it and stay there on the approach of danger. His shell is the realm of certainty based upon experience, and his ocean is the realm of possible advertising mediums around him.

There is no question in my mind but what bill posting as a means of publicity for the general advertiser will become one of the greatest mediums at his command, provided the bill posters continue to establish his confidence by themselves condemning carelessness, lack of attention, or dishonesty among the members of their own profession, rigidly excluding from their ranks men who are unreliable. The general advertiser can live without this or that city, can live without a dozen cities. He is in a position where he does not need to do bill posting at all, and will exercise his judgment accordingly, and if the general advertiser finds that certain cities do not respond to the bill posting which he has sent there, he will leave that city off the list, and no one will be hurt more than the local bill posters.

Bill posters should not forget that advertisers compare notes, that they flock together for self-protection, that a magazine or newspaper sailing under false colors, claiming a larger circulation than

it possesses, or using unreliable business methods, is soon spotted, and the advertiser will frequently leave a medium alone just because of doubt as to its value. It is, therefore, a fundamental principle that the bill posters should study with the utmost care, that if they desire to secure the patronage of the general advertiser they must inspire him with confidence in their methods, which is the keynote of success for their profession as well as for other lines of business.

There is one other subject which I wish to discuss here and offer a suggestion. During the last eight years it has been my privilege to distribute in various ways forty-eight million little pamphlets, many of them going from door to door by hand, many through the medium of druggists, and very large quantities by mail. Nearly three million of these pamphlets were sent by mail during the month of February. They were sent two in an envelope, and the postage was one cent for each envelope. It costs money for the collecting of the lists, for the writing of the envelopes, for the envelopes themselves for filling, and the postage alone was \$15,000. The cost of this distribution, aside from the books themselves, was between eighteen and twenty thousand dollars. The actual distribution was 1,500,000 addresses, and therefore the cost per address was a little more than a cent and a quarter, or perhaps thirteen dollars a thousand.

The Bill Posters' Association and its members would probably be very glad to distribute five or six millions of our little pamphlets, on the basis of two dollars per thousand, and we, as general advertisers, would be very glad indeed to have them, but we don't dare. This is no reflection upon the bill posters individually or as a whole, but we are perfectly well aware that we with difficulty can employ men, pay their traveling expenses and a good salary, on whom we can absolutely rely for the faithful distribution of our little books, the placing of them squarely under the door, rain or shine, in frost and heat, we could not entrust an advertising expenditure aggregating approximately fifty thousand dollars per annum, to any body of men with whose methods we are not wholly familiar.

The questions which confront us are these: Whatever may be the reliability of the members of your Association, will they give this matter for actual distribution to men who are intelligent, whose sense of duty is such that they value advertising matter, and will the poster himself see that they are properly watched?

Truly, in the distribution of these millions of pamphlets, we have learned much of the unreliability of man, and we have often pinned our faith to a broken reed. It is so much easier for a traveling representative to sit in the hotel and let the boys make this distribution; so much easier for him to pin his faith to the honest countenance of an urchin who promises well than to walk the weary miles behind him to see that his work is done properly. It has been our experience that the general public and distributors in particular do not appreciate the value of advertising matter, and we were actually at one time sued for damages for the stoppage of a city sewer, in which were found twelve thousand of our books.

If you want to advertise anything anywhere at any time, and desire to procure maximum results at minimum outlay, use the billboards.

We are succeeding in our distribution as it is, because the U. S. mail is comparatively reliable, and the men whom we now employ have taught us by experience that they can be utterly and absolutely relied upon.

How much better it would be, how much cheaper, and how much simpler, if the hundred advertisers who use circulars and pamphlets—many of them in larger quantities than we have issued—could send to the Bill Posters' Association a sufficient quantity, and feel that in every town and hamlet where a member of that association was located the distribution would be done promptly, with absolute accuracy, honesty and thoroughness. It would solve one of the greatest problems which confront the advertiser to-day. It would draw to your Association thousands and thousands of dollars which are now diverted to publications and other methods of publicity, because advertisers do not know how to distribute their books economically, thoroughly, and everywhere at once.

Again let me say that the keynote of the bill poster's and distributor's profession is the establishment of confidence, and this can only be done by the most rigid criticism of bill posters by bill posters, by the making of their profession dignified, by bringing to the members of your Association a realizing sense of the responsibility which they assume when they accept the money of an advertiser, and besides, they should be made alive to the fact that the advertiser, while he may be a goose, is still the goose that lays the golden egg, and as his business develops by the success of his advertising, they, by contributing to his success by the thoroughness of their methods, build up for themselves increased business from him.

In conclusion, permit me to express the hope that the very modest posting which we this year propose to do will further convince us of its utility as a means of publicity, and that we may some day look forward to the time when the distribution of our pamphlets may also be entrusted to the bill posters, for whose organization I have great respect, and whose individual members I felicitate upon their entrance into new business possibilities, which I hope may be realized beyond their brightest dreams.

Mr. A. CRESSY MORRISON, author of the foregoing article is manager of the Advertising Department of the Pabst Brewing Company, Milwaukee, Wis.

Any person or firm who is desirous of creating a quick demand for his or their wares, should use posters in preference to all other avenues of publicity. Nothing is one-half so prompt. Proof of this fact is found in the fact that circus and theatrical managers have learned through years of experience that they bring a response that is almost instantaneous. For this reason itinerant organizations rely upon them almost to the entire exclusion of all other forms of advertising save distributing matter.

If you want to advertise anything anywhere at any time, and desire to procure maximum results at minimum outlay, use the billboards.

NEW YORK NOTES.

Holbrook's Worcestershire Sauce has secured from Van Beuren the enormous sign on New York Bay, that has been occupied for a number of years past by Sapolio. This sign is pretty nearly half a mile long, and is the first view of New York seen by incoming ocean passengers, and for this reason, if none other, is one of the strongest advertisements in America. Holbrook's Sauces are also posting upon the New York billboards.

Gude is posting Syrup of Figs in the Eastern States.

The William Zeltner Brewing Company has a very handsome 28-sheet stand, lithographed in colors, and is posting it throughout New York and New England States.

Johnson & Johnson, who are advertising Vino Kalafra very heavily in the newspapers and street cars, have given a large paint contract for their Belladonna Plaster, covering all railroad approaches to New York City. Vino Kalafra will probably be posted during the summer months.

A great deal of paper on the bill boards during the past month, as usual during the cold spell, is practically unreadable on account of the frozen paste on the face of the poster. Many a fine piece of lithography is ruined by the bill poster's carelessness.

The posters put up by the California Fig Syrup are decidedly weak; they are only three sheets in height, and a half sheet blank is placed on the top and bottom. This would be very good advertising if the half-sheets were placed at the ends as well, thereby placing a border all around the ad.

Three Cheerful Liars met in the Cafe of the Imperial Hotel a few weeks ago, and as they had made more money during 1895 than they knew what to do with, they mutually resolved to declare a dividend amounting to \$125,000, and to return this amount to their customers, in consideration of having been allowed to make such heavy profits.

They are doing all they can to prevent the general public from learning these facts, fearing that every man in the advertising business will immediately go into paint and bill posting, that they may be able to distribute \$125,000 a year among their customers.

Four large cigar manufacturers are securing bids on poster printing in large quantities, with the expectation of going into this method of advertising more heavily than similar lines have done. Cigar posting has heretofore been confined to one-sheet and three-sheets, but manufacturers are learning that there are larger sizes of paper made, and that it will cost no more to post the town with large stands than it does with small paper, and that the effect is a thousand per cent. better.

Advertising is not necessary, neither is the telephone, neither is the telegraph, nor the limited train, but they are mighty convenient when you want to get there quick.



"SEE PLATO ABOUT IT."

Your grandfather made a fortune in business years ago, and never spent a cent in advertising in any way; but conditions are somewhat different at present, and while you may do the same thing as your grandfather did in the same length of time, (a quarter of a century, we will say) why not get to the front in two or three years, instead of waiting ten times as long.

Wool Soap is a new billboard advertiser. Their eight-sheet could be vastly improved by a little color.

Bill posters should note the remarkable beauty and effectiveness, from an advertising standpoint, of the bulletin boards built and painted by Lou LaTour, of New York. Every sign on LaTour's boards no matter how small, stands out clear, bold and distinct. One reason is that a border about a foot in width surrounds every ad, the border on every ad being in a color differing from the one adjoining it. Another reason is he endeavors to have no two adjoining signs with the same colored background. The advertisers pay him for the space used in these borders, and they would be willing to pay the bill poster too, if the matter were suggested to them properly.

Holbrook's Sauces have a one-sheet and a sixteen-sheet. On going to the 105th-street station of the Sixth Avenue L. road the other day, I noticed one of the large stands placed where the view was very close, so close that the one-sheets would have been just as readable. In turning the curve at 110th street I noticed a bill board, the nearest possible view to which was fully five hundred feet, on which a great many of the one-sheets were placed. I don't believe one person

in a thousand could have told what was being advertised, and the stand is a magnificent one for large posters.

There is a bill poster in New York City who pastes a piece of paper over the imprints on all posters that are placed on his boards, "Nobody is going to get any free advertising out of him, by gum." And his name is neither Van Beuren, nor Munson, nor Reagan & Clark, nor Shine. This bill poster gets \$2 a sheet per month for the paper he posts, and he is the Elevated Railway Advertising Co.

Sozodont is expecting to invade the billboards the coming Summer with a novel and striking poster.

S. F. Meyers & Co., wholesale jewelers, 50 Maiden Lane, are going to post Olympic Bicycles throughout the Eastern States.

OLD TIME REMINISCENCES.

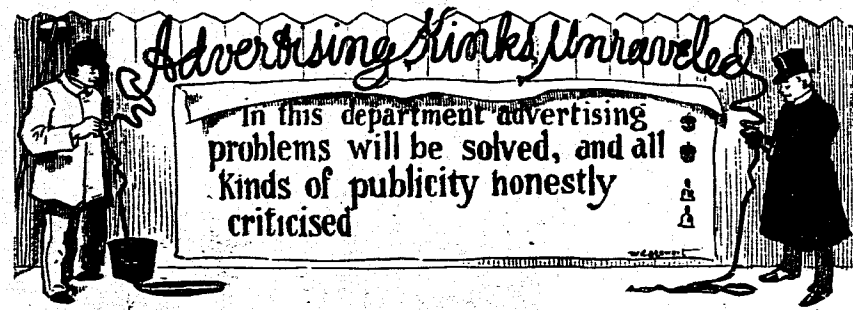
As near as I can remember, it was during the season of 1836-37, Nick Roberts informed me that billboard advertising was introduced into America by the agent of the Bavarian Peasant Actors, whose bill trunk had a three-sheet on the side marked "Steerage." To be historically correct, as these papers will be kept on file by every bill poster in America, it was about July 9th or August of that year, when the three-sheet landed, at once suggesting the idea to all the bill posters who were sunning themselves and playing golf in Castle Garden, that it would be a corking good idea to have some planks permanently placed in prominent localities, where citizens could ride or walk by and read the cunningly worded printed bills, in place of having the sand-

wich man do all the walking. The idea was not only feasible but made a great hit, the first one blowing down on over thirty passing spectators. The expense for these boards was trifling, the owner of the lot generally taking great pleasure putting up a 300 foot board for two lithograph passes, good every other month. The theatre managers were delighted with the scheme, giving up sometimes as many as ten passes a year to bill three shows a week. The only expense was the paste, which had at that time gone up to sixty kreutzers per kilo. The duties on paste were so enormous that it is said Yank Newell felt called upon to invent a substitute made of witch hazel and tobacco sauce, both highly recommended for their hot qualities, which was all right for use in summer with the aid of tacks. Harry Stoops, who afterwards became a famous millionaire, in those days started in a quiet way with only thirty wagons, which now, if they were loaded with money, would not pay his weekly salaries. The first time I was discharged from the Cole show by Bob Campbell, was for laying out a 650x5 stand, on the beach at Galveston, to see how it would look. But after that I got it down so fine I could tell how the paper looked without having it photographed. Mique O'Brien, the celebrated poet who composed the following beautiful lines—

"She is the only girl I love;
She has a face like a horse and buggy,
I met her while leaning on the lake,
O, fireman, save my child."

was once a bill poster in Texas, and was doing well until a fake circus agent came along and gave him a sixteen dollar order on a busted show, which caused Mique to go into bankruptcy.

PUNCH WHEELER.



Conducted by W. CHANDLER STEWART.

SPECIAL NOTICE.—All matters and correspondence intended for this department should be sent direct to W. Chandler Stewart, 414 Elm Avenue, Philadelphia.

THE GREAT AND ONLY.

BILLBOARD ADVERTISING has evidently awakened in the breast of more than one local advertiser the desire use billboard publicity. Out of a batch of twenty-seven letters from retail merchants in different parts of the country, I select this as being the most suitable one on which to hang my subsequent remarks:

W. CHANDLER STEWART: Dear Sir—I read BILLBOARD ADVERTISING and think the poster alright, and decide to try this method of advertising; then I pick up other journals and papers and read articles on the order of the enclosed clippings, which makes me think poster advertising all wrong. Perhaps your opinion may help me out.

D. Z. K.

Here are the clippings D. Z. K. refers to. The first one is from the Albany Argus, while the second hails from Business, although it has been going the rounds of the press for some months past.

The daily newspaper is by far the safest and most certain method of reaching the public. It should not be difficult for any intelligent man who has lived for any time in a community, to know just what papers will best serve him as advertising mediums. It isn't at all necessary to examine the books in the newspaper's counting room or to get their affidavits on circulation. A paper that you read yourself and that you respect, that your neighbors read and respect and that you know to be widely read and respected, you can safely rely on as a satisfactory medium for reaching people of your own kind. The advertiser who sticks to the solid, substantial and influential papers and fills his space judiciously, is sure of getting returns.

CHEAP ADVERTISING.—The biggest mistake I ever knew a merchant to make, says a writer in Farm Machinery, was when one of my friends concluded to spend \$70.00 to have illustrated signs painted on fences and barns in the country. The pictures were humorous and in colors to be painted on a white background. One was a bull frog reaching out after a bug. Another a dog catching a fellow by the seat of his pants, and another, a snake and a bird, a sort of take-off on the "Early bird catches the first worm." Well, the painter used whitewash and cheap colors. After the first rain the bull frog picture and the words of the advertisement got wonderfully mixed together, and the bull dog was made to chew the advertiser's name instead of the fellow's trousers; at least that is the way the rain made it appear. After the second rain there was only a vague sort of an indication of an advertisement, the water having washed out some letters, leaving the others untouched. For instance, the line "Purchase our buggies" on the sign board read "Chase our bug."

Now, newspaper advertising is a mighty good thing, but poster advertising is just as good in its place. Newspaper advertising, posters, painted bulletin boards, and attractive booklets should work hand in hand, but the trouble is that newspaper men recognize the sterling worth of the poster, and, in their anxiety to stop too much of the appropriation going poster-wards, they say unjust things about billboard advertising.

For years the poster has labored under another disadvantage—it has had no one to champion its cause, while the newspaper has had dozens, even thousands, of official mouthpieces. To correct this state of affairs, BILLBOARD ADVERTISING entered the field, and, while some of the very men whose business it is championing are too narrow minded to realize the fact, the majority of the bill posters realize the great work their only representative is doing.

Already wonderful changes have resulted from BILLBOARD ADVERTISING's missionary work. Farms are using posters to-day who would not have dreamed of such a thing three years ago. Even the magazines have long articles on the poster, while the newspapers discuss it in their news columns. Here are two verses on the subject, the first one from the Philadelphia Evening Bulletin, and the second from a magazine:

In Poster Land the girls are queer, And marvelous their precious gear; Their gowns are made of quirks and quirks, A mass of writhing scrolls and swirls, With here a line and there a smear.

Their features are not always clear, One needs a nose, one lacks an ear; But still we love the giddy girls In Poster Land.

In their high-colored merry sphere They lead a gay though brief career; With purple feet and curving curls, And yellow scarfs in gauzy twirls, A jolly lot the girls appear In Poster Land.

DO POSTERS POST?—Do posters post? although they sprawl In loud profusion at each stall, Gibson's pretentious black-and-whites, Nankivell's freaks and Bradley's frights, And Rhead's red maidens, lean and tall.

Although we know each artist's scrawl, The book they note we can't recall; And though their wild effect delights, Do posters post?

Their lines and forms our eyes enthrall, Their color schemes our tastes appall, The keen collector glibly cites Beardsley and all his satellites, They're works of art, but after all, Do posters post?

Now, if posters didn't post, and if they were not such a good thing, do you suppose the paper would devote so much space discussing them?

I can say to D. Z. K., and the others, that poster advertising is alright. It came with the art of printing, the first poster being issued by Capton in 1480. If long establishment has anything to do with worth, the poster has "come to stay."

DO THE REST.

On the surface it seems improbable, but there are thousands of business men, who when they publish an advertisement, expect to sit back and twirl their thumbs while the advertisement is making them a fortune.

Common sense should tell them that

the advertisement cannot possibly do it all—that it is only a forerunner to discover new fields which they, the advertisers, must cultivate, yet how few business men shake themselves together sufficiently to follow up each inquiry from their advertising in a determined never-give-it-up way.

Some few advertisers, who ask you, at so much an agate line, to send for their printed matter, never pay the least attention to your application. Most advertisers, bundle up their selection of booklets and circulars, and send them along, but beyond that no effort whatever is made to secure business.

The sending of your catalogue should only constitute the first step. This printed matter should be followed up by at least three letters, (posted at intervals,) in case no reply resulted from the first batch of circulars.

A customer worth having is worth working for, and advertisers who will try this plan will be astonished at the remarkable "pulling" power these subsequent letters will have.

Some time ago I received a circular letter from a dealer in typewriter supplies offering to send me, gratis, on request, a sample box of their patent paper fasteners. I sent for a box, and in reply received another letter stating they had stopped giving away sample boxes some months ago, but they would be pleased to sell me a box for 25 cents.

Now, if this firm had discontinued the distribution of samples, why did they mail me that circular?

This kind of "sharp practice"; downright dishonesty, penny-wise-and-pound-foolish policy, and lack of persistency in following up every inquiry, are causes that compel an advertiser to ingloriously leave the field, money out of pocket.

THE COST OF BILLBOARD ADVERTISING.

A. E. Welles writes:—Will you kindly inform me through the March issue of BILLBOARD ADVERTISING how the rates are computed and what the standard rates are for outdoor painted bulletins; also how privileges are generally obtained for erecting boards?

ANSWER:—As the editor of BILLBOARD ADVERTISING is better informed on this subject than I am, I have referred this question to him.

NOVELTY ADVERTISING.

C. H. Young writes:—Your opinion on the enclosed ads would be appreciated. The booklet was distributed to school children as they entered school, and the card was distributed among merchants and those who advertise. I am a subscriber to BILLBOARD ADVERTISING. It is an excellent publication and offers many valuable suggestions to all who advertise or about to advertise. Poster advertising is commencing to take hold here and it is only a question of a short time when all the large advertisers will have adopted it.

ANSWER:—The booklet is good; it is always well to reach the "old folks" through the children. Your own circular is well worded and should "touch the spot" with every advertiser. You touch the right spot when you say, "the value

of a good novelty cannot be appreciated until one has seen busy business men stop their work for half an hour to examine it."

ADEQUATE SERVICE.

It has not been our practice to give our readers a New Year's Motto, but if it had been we cannot think of one more appropriate than the words which head this article.

Bill posting as a means of publicity never stood so high as it does to-day, and the only thing needed to enable it to maintain its present high position and increase its hold upon all large commercial advertisers is the assurance that they will secure "Adequate Service." It was with the advent of Rented Hoardings and security of exhibition that bill posting began to grow in favour with advertising firms. It will be by the same means that it will maintain its hold upon them. Gradually, but surely, the Fly-posting method is falling into complete desuetude. As posters get more elaborate and expensive there is less disposition to place them in the hands of any person who cannot guarantee that they shall be displayed for the period agreed upon and paid for. Many of our bill posting firms now take a pride and a pleasure in rendering to their customers a full and adequate service, but there are not lacking those who look back upon the old days when plenty of paper was supplied, and very few enquiries were made as to where it was placed. During the past year we have been glad to find at least one firm who declared a few years ago that "Bill posting was as rapid a way of sinking money as any they knew," taking it up and displaying on the hoardings the attractions of various publications they issue, thus practically demonstrating that they had completely altered their mind. To induce other firms to do the same and to increase the expenditure of those firms who already use the hoardings, it is only necessary that the bill posters should so act as to give them confidence; and, if they can be made to feel that for any money they may put into bill posting they will secure adequate service, there will be no falling off in the volume of work, but a continuous increase. True, that to secure this adequate service there must be an adequate price paid for the work. If that adequate price is not paid, the work cannot be efficiently performed, but the advertiser will not grudge the price if he only knows that he gets what he pays for. There are letters in our columns last month and this month as to middlemen. To our mind it matters not who are the middlemen or how numerous they are, if the bill poster treats all alike and shows to no one of them more favorable terms than to another. If the firm of middlemen are not of good repute the bill poster can insist on such methods of payment as will secure him from loss, but let him render to all equal terms, and adequate service, and not take a contract at any price he cannot conscientiously fulfill it for, and he then elevates his business, and does all his fellow tradesmen good. Every single contractor who, in even a small town gives satisfaction to an advertiser, does good not only to himself alone, but to the entire bill posting trade, because he increases that firm's satisfaction with the way in which the work has been done, and their determination to continue to use the hoardings. Every advertiser so satisfied with results is secured as a friend to the trade at large, and as the trade needs all the friends it can make, it is necessary that its interests should be bound up irrevocably with the interests of the commercial community, and to secure this end, as many as possible of the commercial community should be made participators in the advantages which will accrue from the publication of their advertisement on the hoardings. Let the confidence of all sections of the community be increased by the conscientious performance on the part of the bill poster of obligations entrusted to him. This is the great need of the trade this year, and if it is met, 1896 will see the volume of business even greater than that of 1895 has been.

—The Bill Poster, London, Eng.

Papers reach the classes, Posters reach the masses.

This couplet should find a place upon the letter head of every bill poster in the land.

ADVERTISING BY POSTERS.

Written especially for BILLBOARD ADVERTISING by CHARLES AUSTIN BATES.

Excepting only the town crier, posters are the oldest form of advertising. Development in this line has not been as rapid as it has been in the newspaper line, but in the last two or three years poster advertising has taken such rapid strides in advance that now almost any scheme of advertising is considered incomplete without its quota of attractive posters.

The impetus has come from Paris. The idea of real art in posters came from Paris. In saying these things, I have in mind the poster as it is used for advertising commercial enterprises and publications. In the line of show bills high art has been apparent for a number of years.

I doubt if any recent poster advertising has equalled, or even approached, the work of Matt Morgan, whose beautiful productions must be well remembered by every one who has seen them.

In the modern acceptance, the word "poster" to the average mind means a one-sheet bill—and even more frequently a much smaller sheet.

The French have taught us the use of flat colors and the massing of design and color.

If a half-sheet poster contains one strong figure, as large as the space will allow, and a full sheet poster contains half a dozen figures, the half-sheet poster will be the stronger. It will be more effective and less expensive.

Simplicity and strength must be the aim of the poster artist. The less he goes into detail, the better. It is not the mission of the poster to convince. It may only suggest. It must be strong enough to command attention, and artistic enough to command admiration.

The poster used in advertising Scribner's Magazine for February is one of the best I have seen. It is strong, simple and effective. It contains five words and one figure. It is well conceived and admirably executed.

The five words are, "Barrie's Sentimental Tommy in Scribner's." The one figure is a strong, lifelike picture of Barrie, which shows him intently reading a paper which he holds in his hand. The poster says to the casual observer, that "Sentimental Tommy" is a story of absorbing interest. The figure expresses this.

The colors used are black and pale green—a noticeable combination.

On the whole, I believe that the American poster is more truly artistic than the French. We have improved on their ideas.

Nine times in ten the French poster owes much of its attractiveness to the use of the female figure in varying degrees of nudity. They are striking always—generally beautiful—sometimes disgusting in their suggestiveness.

And yet, the idea itself is right. There is nothing so attractive to man as a woman; and there is nothing much more attractive to a woman than another woman.

The female form is the most beautiful thing in nature or in art. Used properly it can only exert a beneficial influence on observers of all ages. There is every reason why it should be used in advertising—

and particularly in posters, if it is used in a proper way.

When Anthony Comstock is taken to the realms where we may believe there are no posters, there will be some chance of development in art in America, and every bill board will become an educational institution.

One of the most beautiful posters that has been seen in this country was recently suppressed by Comstock, because it contained the nude figure of a woman.

Of course, artistic posters can be made without the use of female figures. The Scribner poster which I have been talking about is one in point.

One of the peculiar things about poster advertising in the United States—particularly in New York City—is that its largest

ought to prove to the advertiser that poster advertising is a good thing, it is the fact that newspapers use it in preference to newspaper space. Now, I am a believer in newspaper advertising, and in poster advertising. As a matter of fact, I suppose I believe more in newspaper space than in poster advertising. Poster advertising is like the little girl who had a little curl—"When it is good, it is very, very good; and when it is bad, it is horrid."

I believe that local advertisers do not use enough posters; and when they do use posters, they don't use posters that are good enough. There is a great lot of business that the local bill poster can develop, if he wants to. He can undoubtedly have the co-operation of lithograph-

exclusive use, but the same design may be very well sold to a dozen different people in the same line in a dozen different towns, and so give each one of them practically an original design at one-twelfth its apparent cost.

As for the designs themselves, I can see no excuse for the grotesque effects that are now so popular among a certain group of artists. I can find in my heart no admiration for Aubrey Beardsley's style of art; and there are a great many French productions which I fail to appreciate.

There are useful ideas in both styles of work—ideas that can be applied to posters representing a much higher order of art, and which in their application would lose none of their strength and effectiveness.

"Big G"—If you don't know what it is, you don't need it." Why should Aunt Jemima's Pancakes object to Big G? It has been putting money into the bill posters' hands for many years before Aunt Jemima thought of doing anything of the kind. And Aunt Jemima is just as likely to rub up against it in the newspapers as on the billboards. And when you come right down to the question as to which is the most necessary of the two articles, the man who wants Big G wants it mighty bad, and he wants it right away—at least, so I have been told by a man who had a friend who once wanted Big G. He says that all the Aunt Jemimas in seven states wouldn't have answered his purpose half as well. HOLY SMOKE!

The sooner certain bill posters learn that the object of an Association is not to antagonize advertisers and drive them into other mediums, the sooner will their billboards find the favor in the public's estimation to which they are entitled.

JNO. E. WILLIAMS.

The subject of this month's frontispiece is Mr. Jno. E. Williams, representative of the R. J. Gunning Co.

Mr. Williams was in Cincinnati recently, showing the boys that Gunning, the "Sandow of the Sign Painting Arena," had no mean representative as a hand-shaker in the redoubtable John E. It was a positive revelation to see and experience the vice-like hand-grasp, and the emotional warmth of good-fellowship that belongs to the Chicago politician who is strong with "the boys." The fetching power of that "grip" in certain little municipal affairs in Chicago must have gone abroad somehow, for it evidently reached the attention of the Protective League of American Showmen, at whose meeting Mr. Williams was found on his feet, pointing out the niceties of legislative proceeding, and apparently getting the boys all very warm with appreciation of their urgent need of his participation in their official functions.

Without saying that everyone spoke at once, his election as Chairman of the Board of Directors was certainly quite spontaneous, and now the broad shoulders of this sturdy manipulator of matters of state in regard to advertising locations in the great city of Chicago will henceforth be burdened with a very increased responsibility, for when they visit Chicago, the boys of the Protective League of American Showmen are bound to look to him as their fatherly protector in all such matters.

Mr. Williams was engaged in the services of The R. J. Gunning Co. as a solicitor of spaces in 1889, and although he has since that time been an officer in the city's services, he now devotes himself entirely to the interests of that big paint concern as Director-General of Locations, both walls and bulletins, in their immense Chicago plant.



C. S. HOUGHTALING (HOTE).

users are newspapers and periodicals, which are themselves purveyors of advertising space.

The newspaper advertising solicitor says to his prospective customer that the newspaper is the one great and only advertising medium; and that the people who use posters are suffering with paresis. At the same time, all the elevated stations are plastered with posters advertising his own publication. It is a beautiful object lesson—for those who like object lessons.

One who wrote a certain standard publication that appeared long before posters were heard of, said consistency was a jewel, and made some further remarks on the subject which ought to make edifying reading for these newspaper publishers.

If there is anything in the world that

ing and printing houses, and can secure sketches to submit to local advertisers. This, of course, is done to some extent but not sufficiently.

If local advertisers generally knew how much of a show they could make with a small amount of money spent in posters, they would use a great many more of them.

They could be used to great advantage by the dry goods houses at the time of special sales, and by other lines of business at different times of the year.

One or two of the New York department stores have used twelve sheet stands for this purpose. It is not so good for them as it would be for stores in smaller cities.

Of course, small local dealers can't afford to pay for original designs for their

Billboard Advertising

PUBLISHED MONTHLY AT
127 East Eighth Street, Cincinnati, O., U. S. A.

BILLBOARD ADVERTISING CO.,
JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of twenty-five cents per agate line, except in the classified columns, where special rates prevail. Our terms are cash.

Billboard Advertising is sold in London at Law's Exchange, 57, Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C., in Paris, at Brabant's, 17 Avenue de l'Opera. The Trade supplied by all News Companies.

Remittance should be made by cheque, post-office or express money order, or registered letter. The Editor cannot undertake to return unsolicited manuscripts.

When it is necessary to wire the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher.

Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 29th, 1895.

MARCH 1, 1896.

There are cheering signs that the rank and file of the bill posters of America are waking up to a realization of the possibilities of their franchises. Here, there and everywhere, evidences of new interest are encountered. On every hand, improvement is the order of the day. New and better boards are being erected on new and better locations; new and better business methods are bringing about new and better service, and most important of all, new and better men are coming to the front with new and better ideas, who are blazing the paths along which the members of the craft in the future will walk in ease and prosperity.

Nowhere is the revival, the great change, more noticeable than in the wonderful progress and marvelous growth of the Inter-State Bill Posters' Protective Association. Though scarcely six months old, this splendid organization already numbers over one hundred and fifty members, and every day sees the addition of several more. The motto of this trade league is "guaranteed service at equitable rates," a sentiment, by the way, which will find a responsive echo in the breast of every intelligent bill poster and advertiser on the continent.

ASSOCIATED effort, when properly conducted, is one of the greatest boons that a trade or a particular craft can possibly enjoy. The friendly intercourse which always ensues, leads to mutual interchange of ideas and this in turn inevitably redounds to the individual advantage of the members concerned.

This is the principle on which the Inter-State Bill Posters' Protective Association is organized. It seeks the greatest good of the greatest number. It is not, and never will be, operated in the interest of a few leading members, because, in the first place, it considers opposition a local issue, and, secondly, no special legislation or executive sessions are tolerated. It has nothing to hide, nothing to conceal, nothing to suppress, in fine, nothing of which it is ashamed. That is why it is growing, that is why it is prosperous, that is why it is bound to prevail.

THE Associated Bill Posters' Association could have been all of this, in fact, would have been, had the majority of members had their way. But, unfortunately, it is ruled by a bluffing, bellowing, bellicose minority, who have shaped its course and dominated its every action. As a result, it is in a bad way. Dissatisfaction is rampant. Many members of its various subordinate associations are leaving it and going over to the Inter-State, and others are loudly clamoring for a radical change in the administration of its affairs.

There is every indication that there will be a split in the organization, for many of those who have its best interests at heart have despaired of ever freeing it in any other manner from the bossism that is now throttling it. Still another faction is counseling unity, but quietly laying their plans to overthrow the gang at Cleveland next summer. They have selected some splendid men for officers, and it is likely that the movement will acquire force and strength enough to make it successful. Geo. M. Leonard for president, Geo. Rife for vice-president, H. H. Tyner for secretary, and Jas. Curran for treasurer, are the candidates determined on, and as, if elected, they would constitute a majority of the board of directors, it goes without saying that the Association would be ably handled.

ONE of the most effective arguments used by the gang now in control, with the bill posters of the country against Gude, Hote, Gunning and Hoke, is that they paint signs, the inference being that they would rather sell sign space to advertisers than posters. This is mere twaddle, pure senseless drivel. All of these gentlemen are in the business to sell an advertiser what he wants. If conditions are such that they can make more

money out of one particular method it is only natural that they will devote most of their attention to that particular method, but any advertiser desiring to post can be ably and intelligently accommodated at their hands. Bill posters should bear in mind that every time they sell a sign to an advertiser they make a convert of him to out-door advertising. If he should ever embark in it extensively he must then use the bill boards if he wants to buy it cheaply. Let it be borne in mind, therefore, that mural signs and the bill boards go hand in hand. One is the natural complement of the other.

ADVERTISERS are referred to our list of Fairs for 1896, which is growing fast from month to month. There promises to be more than usual despite the fact that this is a presidential year. There are few lines of goods which will not benefit from the advertising accruing from a well-displayed exhibit. Bear in mind, too, that our lists of conventions, conclaves, reunions, etc., are valuable pointers. Bill board space in the towns in which they take place is enhanced many times its ordinary value during the time they last, by reason of the great increase of floating population. Watch our lists and bill accordingly.

THE FINANCES

Of The Associated Bill Posters' Association.

The reckless course pursued by the gang now in control of the affairs of the Associated Bill Posters' Association is nowhere more plainly discernible than in the financial condition of that sterling body.

The secretary writes us in regard to the revenue which will accrue to the organization under the scale of dues adopted at Detroit, and states that it will amount to \$1,115.00. The legitimate ordinary expenses of maintaining the Association last year \$886.00. This year they will be more, but granting merely for the sake of argument, that they will not exceed last year's total, we have the following list of expenditures to be met at the next annual convention, viz:

Ordinary Expenses.....	\$ 886.00
Drawing a Bond.....	150.00
Secretary's Stenographer.....	250.00
Due BILLBOARD ADVERTISING.....	300.00
Donation to Stahlbrodt.....	450.00
Publishing The Bill Poster 6 months at deficit of \$300.00 per month.....	1,800.00
Total.....	\$3,836.00

There is little that needs to be said. The problem before the members is how to meet obligations aggregating nearly \$4,000.00 with \$1,115.00. The only possible course is either to make an assessment of \$2,700.00, or to increase the dues four fold. Either course will solve the problem, but how many members are going to "go down in their pockets and put up" in order that the personal interests of the few may be furthered, is a question which will be emphatically answered at Cleveland next July.

"THE BILL POSTER."

This handsome and vigorous young candidate for honors in the field of journalism appeared for the first time, February 22d. It is bright and newsy, and the cover and letterpress are fairly superb. Several surprises are encountered in a cursory perusal of its interesting pages, not the least of which is the advertisements of non-Association members, especially that of the Chicago Bill Posting Co., of which Mr. P. F. Schaefer, President of the Inter-State Association, is manager. In view of the fact that it was launched in the sole interest of the Associated Bill Posters' Association, it strikes the casual observer as strange that the initial number should be given over largely to the interests of the American Bill Posting & Advertising Co. and sundry circuses. In point of advertising patronage it has fared sumptuously, and as a consequence, the first number is produced at a comparatively small loss to the Association, (probably not much more than three hundred dollars). We are assured, however, that each succeeding issue will be more and more elaborate, consequently the monthly deficits have every opportunity to grow. That catchy motto is liable to undergo an alteration in the minds of many members before the publication is much older. Will it be: "You stick to me and I'll stick you"?

IN KANSAS.

The Donaldson Lithographing Co., of Cincinnati, recently put on the market a nine-sheet Bock Beer Bill, and sent, among others, some samples to the bill posters. Some of the replies are very characteristic. The following was received during February, and certainly expresses the writer's feelings: "Yours of Jan. 20th, received, and in reply, will say, that you people are certainly not read up on Kansas laws, etc., or you would not insist on me forcing on the dear people your bock beer poster, for we live in an age wherein the privileges of the ordinary, good German citizen is morally deprived of his said lager beer unless he goes down some dark alley, or in a secluded attic, or else swears to a d--d lie before he can get it."

"Hoping my explanation is satisfactory and that we may live to see the day wherein a man can use his own pleasure without making a felon or perjurer of himself to get his beer, I remain, gentlemen, yours to command, "_____"

February Paper and Press contains a very interesting history of type-making, from 300 A. D. onward. The article is illustrated by plates, showing the progress of this art, and the different machines in use at the different epochs.

The write-up of the Baltimore and the Norfolk and Portsmouth Typothetae is the featured article of the number. It is illustrated with elaborate half-tone plates, giving portraits of the leaders of the trade in Baltimore, Norfolk and Portsmouth.

The technical articles on Process Work, Half-Tone Blocks, Book Binding and Blank Book Making all command a careful study.

THE GOOD OF THE BILLBOARD

Written for BILLBOARD ADVERTISING,
By NATH'L C. FOWLER, JR.
Doctor of Publicity.

Billboard advertising pays. I know it, pays, because I know it pays. Billboard advertising is universal. Most of the people who can use billboards use billboards. Generalities, not exceptions, prove the rule of profit.

That nearly all great business houses, and many small ones, have used or do use posters, either proves that billboard advertising is profitable, or that ninety per cent of the advertisers are fools.

People do not do the same thing over and over again, and recommend the doing of that thing to others, if there isn't something in that thing.

The success of billboard advertising, like the success of every other class of advertising depends upon the proper development and handling of the advertising.

Everybody believes in the magazine advertisement.

Half the magazine advertisements don't pay, or else don't pay as well as they should pay.

The reason they don't pay is because they are not made to pay.

In these days nothing pays unless it is made to pay.

Half the billboard advertising doesn't pay as well as it should pay.

It must be made to pay.

The business man who does his own bill sticking, or hires his own men to do it, unless those men have been professional bill posters, is as big a fool as the man who takes one remedy for every disease.

The dry goods man is not adapted to the selling of steam engines and monkey wrenches, nor does he understand the mechanical part of any class of advertising, including bill posting.

The poorest bill poster can post bills better, because he is better posted, than the most successful business man who may be posted on everything save bill posting.

These are days of specialties, when the horse doctor must doctor horses, and the business man mind his own business by attending to his own business and letting other business men attend to that part of his business which is their business.

First, find your bill poster.

Second, find something to advertise.

Third, consult the bill poster.

Fourth, make your contract.

Fifth, have your bill poster, or some poster printer, set up your advertisement, which must be in the extreme of brevity.

People don't stand close up to a poster; they read it at a distance, therefore it must be readable at a distance.

Brevity is the one great essential for bill poster composition, and the largest type, readable at the greatest possible distance, is the next consideration, almost as important as the first.

Better have your poster of twenty-five words, which people will read and can read, than to have two hundred words upon it, which nobody can read without carrying opera glasses, and as opera glasses are not a common commodity, bill

poster matter must be adapted to the naked eye.

Pictures are sometimes necessary to the effective poster, but don't use pictures that don't mean anything. Better have big type and no pictures, than small type and meaningless pictures.

The poster is nothing more or less than a newspaper advertisement stuck up on a board or wall, and it should contain substantially the same matter, set so as to be seen at a distance.

Colors generally pay the extra cost, for people will see color at a distance, and be attracted to it, but don't use faint colors, let each color throw into relief the other colors.

I know of nothing that cannot be advantageously advertised with a poster.

Everything from church services to circuses have been properly announced on the billboard.

Everywhere one sees posters of corsets, underwear, food, entertainments, chewing gum, in fact everything else of necessity or luxury.

Billboard advertising is simply one legitimate method of publicity, to be used by all advertisers who can use it, and that means all advertisers.

Billboard advertising must not be used exclusively, except in exceptional cases, nor has it been found profitable to confine one's advertising to any successful method, for the success of advertising is in the use of every kind of advertising which can be used profitably, not in confining one's self to any distinct kind to the exclusion of others. There has never been a case on record where a man who advertised to the extent of say a thousand dollars, and successfully, who could not make more money proportionately by increasing his advertising appropriation, within reasonable limits.

Billboard advertising pays, and sometimes pays when you don't try to make it pay.

Billboard advertising always pays when the same attention is given to it as to the conduct of any successful part of the business.

It is your business to make your billboard advertising pay, by giving your best judgment to it, and by taking the advice of those who make their livelihood in this class of advertising.

The bill poster may be dishonest, there are dishonest men even in bill posting, but his trained dishonesty is as safe for you to follow as your untrained integrity.

The man who knows how to do something is a safer man for you to follow, even though he may make more profit out of you than he ought to, than the man of success who knows nothing about the particular conditions of the method.

It would be a mighty good thing for progressive advertising if every advertiser read BILLBOARD ADVERTISING. I read it myself, and I know nothing about anybody connected with it. It is filled with good ideas, any one of which is worth more than it costs. Every business man who does even the smallest amount of advertising should be a subscriber and reader of every publication devoted to publicity, for all of them together cost very little, and there may be one idea a year in one of them, which will put many dollars into the money box of the reader. I don't care how busy the business man

may be, he has no right to be too busy to read and study every publication bearing upon his business.

I have never seen the record of a successful business man who did not read trade papers.

I have never known a minister who did not read religious publications.

There never was a good doctor without a good many good medical papers on his table.

There never was a lawyer without a law library.

There cannot be a business man of success unless he be surrounded with the periodical and other literature of his trade, which broadens his ideas, and sets in motion trains of thought which never would leave the station of his mind if not rung up by the bell of trade journalism.



G. E. FISCHER.

Mr. G. E. Fischer, Manager of Fischer's Distributing and Advertising Agency, of Omaha, Neb., comes of a sea-faring race on both sides, and was born on his father's ship, July 16, 1838. He comes of revolutionary stock, his father being descended from the John Hancock family of Mass. At the age of ten years he went to sea as a cabin boy. At the outbreak of the civil war he was first mate of the Clipper ship *Morning Star*, but threw up his position and enlisted under his brother-in-law in the navy. He was one of the crew of the "Star of the West" sent to re-enforce Fort Sumpter. In 1863 he lost his hearing from ship fever, and remained on shore until the close of the war, when his brother-in-law resigned and took command of a wrecking vessel. Fischer joined as steward, and in that position, as a diver, he remained until 1879, when he received injuries that laid him up in a hospital for eight months. In 1881 he went to Texas. Not finding the health he hoped for in that state he returned north, and moved to Ohio. In 1884 he came to Omaha in search of health, found it and a wife. In 1885 he was appointed local agent for C. I. Hood & Co., and has just closed his fifteenth year with that firm. Gradually he obtained work from other firms, until now, the Fischer Distributing Agency has a reputation for doing honest work, and its patrons are from Maine to California. Mr. Fischer was one of the first charter members of the International Association of Distributors of North America, and holds the position of First Vice-President, and has always been an active worker for the Association.

Three years ago the agency was reorganized, and now consists of G. E. Fischer, Manager; A. F. Fischer, O. P. Goodman, Secretary, who is also manager of the firm of Goodman Bros., wholesale and retail Physician's Supply House. In his leisure Mr. Fischer has been a contributor, both in prose and verse, to many papers. His sea sketches have won him a reputation as a writer.

Distributors' Chat.

All members of the I. A. of D. should keep in touch with W. E. Patton, second Assistant Secretary, reporting frequently the names of their patrons in order that fresh and reliable lists may be printed and kept up to date. Frauds also should be immediately reported to Mr. Patton and BILLBOARD ADVERTISING.

W. H. Steinbrenner has just finished a 75,000 job for Peru, Ind.

The Von Graef Medical Co., of New York, are asking prices for distributing books and circulars.

The following firms contemplate placing both distributing and posting in the South in the near future. H. R. Allen, Surgical Institute and Sanitorium, Indianapolis, Ind.; California Fig Syrup Co., Chicago; C. I. Hood & Co., Lowell, Mass.; Brown Chemical Co., Annapolis Junction, Md.; Dunlap & Williams, Druggist, Waukesha, Wis.

W. E. Patton, of Corinth, Miss., appreciates the stand for the right that BILLBOARD ADVERTISING has taken.

The following firms are distributing samples and other advertising in various sections, principally East of the Mississippi river: Diamond Soap Powder Co., Philadelphia, Pa.; The Nux Phosph Co., Pittsburg, Pa.; Cheeseman & McKinnie, Pittsburg, Pa.; New Jersey Mfg. Co., Jersey City, N. J.; Walter Baker Co.

Col. Haynes, of Ironton, ought to be a little more careful what he signs his name to. His report of the postponed convention of the International Association is about as misleading as it possibly could be.

There are those who are inquiring and desire to know what business it is of the Ironton Colonel whether the International Association of Distributors met or not. They surely did not invite him to be present, because they are particular as to the company they keep.

The Novelty Plaster Works, of Lowell, Mass., conducted by C. E. Mitchell, is receiving considerable adverse criticism on account of the contract used. Several distributors have complained also, of being unable to obtain payment for work done in the regular way, without the contract making Mr. Mitchell sole arbiter.

ESTABLISHED 1892.
The OREGON Circular Mailing,
Advertising and Distributing Agency,
L. W. ROBBINS, Manager.
Lock Box 50. Central Point, Oregon.

ELGIN, ILL. Population 25,000
ELGIN BILL POSTING
Advertising & Distributing Co.
Only licensed Bill Poster in the city.
FRED W. JENCKS, Prop'r.

TRENTON, NEW JERSEY.
The Trenton Bill Posting Co.
Owns all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing.
WM. R. WILLIAMSON, Manager.

THE BOYCOT WAS AN ENTIRE FAILURE.

Liggett and Myers are serene and undisturbed. They have no quarrel with the Association. All of the members of the "Associated" save three, are willing to post their paper

The boycott will never become a popular measure in the Associated Bill Posters Association. The members, nearly all of them, too, have spoken. The vast correspondence of the Liggett & Myers Co. tells a story and an eloquent one. It demonstrates that every member of the "Associated" to whom the paper was offered, save three, are willing and anxious to continue the pleasant relations heretofore existing, and have signified their intention of handling the paper, despite the president's letter. The three firms who refused it were M. Breslauer, of Minneapolis, L. N. Scott & Co., of St. Paul, and the Cream City Bill Posting Co., of Milwaukee.

A representative of BILLBOARD ADVERTISING called upon the Liggett & Myers Co., February 19, and interviewed Mr. W. H. McAllister and Mr. E. C. Peck. Both gentlemen are emphatic in asserting that they have no misunderstanding with the members of the Associated Bill Posters Association, and point with pride to the fact that but three members of the organization have refused their paper. They are equally emphatic in stating that there will be no further annoyance or friction, for the reason that they have cancelled all orders for paper now in the hands of the printers, and will henceforth use other mediums.

They say frankly that the service that they have obtained in Minneapolis, St. Paul and Milwaukee have always been splendid, but they do not intend to allow this fact to compel them to accept a service in another city which is not satisfactory.

All paper which they had on hand is placed to their entire satisfaction, and they could continue to place all they could print, did they so desire. They have reason to believe, however, that certain other mediums, which they have in contemplation, will yield them satisfactory results, and having neither the time nor the inclination to pursue even a slight controversy, they may henceforth abandon the boards.

It is possible that limited editions may be run, in order to accede to the earnest and urgent requests of certain of their old friends among the bill posters, but other avenues of publicity may be generally adopted in the near future.

Messrs. McAllister and Peck extend their respects to the Association as a whole, and to the members individually their most sincere and cordial regards.

Messrs. Compton & Sons, who have heretofore secured all of the contracts for printing the immense quantities of posters used by the Liggett & Myers Co., are not disposed to regard the matter so cheerfully. In fact, they are pronounced and outspoken in denouncing the outrageous measure which is proving so costly to themselves and to bill posters at large.

They affirm, and with much show of truth, that it looks very much as if the

Associated Bill Posters' Association was organized for the sole purpose of antagonizing advertisers and driving them off the boards altogether, instead of trying to encourage them to adopt the poster to the exclusion of other mediums.

CALIFORNIA FIG SYRUP POSTERS

Chicago, Ill., Feb. 25, 1896.

Editor BILLBOARD ADVERTISING,

Dear Sir—In reply to your esteemed favor of 17th inst., will say that I have no differences with the Associated Bill Posters' Association as a body. I have had some rather spicy correspondence with three or four of its members in regard to prices, but differences are likely to arise in all well regulated families. As I am not contracting for posting through any association, but dealing with the bill poster direct, I am occasionally quoted prices from small cities that I believe are unreasonable, and do not hesitate to so inform the bill poster; saying we do not think it will prove profitable to our company to use his boards at the price he quotes. In three or four instances, as I said before, I have received replies that were anything but businesslike, and in each instance, from a member of the A. B. P. A. In two cases, they threaten me with dire disaster by reporting me to R. C. Campbell, their president.

I called on Mr. Campbell, and took occasion to inform him that I did not, in sending an application to a bill poster for terms, make any inquiries as to what association he was a member of, if any, and if he could handle our paper, and give us good service at a fair price, I booked his order.

I see that Mr. Campbell states in *The Bill Poster* that I offered him paper February 5th, and he refused to accept same. Mr. Campbell's assertion is not correct. I did not offer him any paper at any time, simply because he stated in our interview, that the American Bill Posting and Advertising Co. would handle all or none. I did not see fit to accept his unreasonable proposition and the consequence is, the Chicago Bill Posting Co. is handling all our paper and doing the work well.

I say, give every man a fair price for his work, don't ask him to do something for nothing, in fact, don't be unreasonable, and where an advertiser is not disposed to accept a price that he considers he can not afford to pay, don't find fault with him. If a bill poster's boards are worth more to him than they are to the advertiser, they are his, and that should settle all argument.

We are shipping paper as rapidly as we can fill the orders, and some of the boys have had to wait for paper, but we will supply them all very soon now. We have changed the size of our stands, using nothing now but a 4x6, one sheet and snipes.

Trusting I have not encroached too much on your valued space, I am,

Yours very truly,
D. R. TALBERT,
Adv. Agt. California Fig Syrup Co.

Ardmore, Ind. Ter., Jan. 14, 1896.

Editor BILLBOARD ADVERTISING,

Dear Sir—I read with pleasure the article of Sam W. Hoke, in the January number, headed "Some Criticism and Suggestions," and think the majority of bill posters could put his suggestions to practical use with great profit to their business.

I have reference more especially to drawing a "dividing line" between the advertisers' paper. I have always done this, and it gives much better satisfaction to all concerned.

I think his suggestion of using white paper for borders and dividers can be made for the better by using black or dark colored paper on light colored work, and white only on dark colors or black. Bill posters, if you will take the next white or light colored paper you have to put out and put a 4 to 6 inch black or dark red border around it completely, you will see it "stand out" and nearly hit you in the face half a block away. On the other hand, a dark colored stand, bordered with white will "holler at you" around the corner.

I notice great fault in this line in the work of G. Runey & Son, of Waukegan Ills., as shown in

their display ad on page fifteen, January issue of BILLBOARD ADVERTISING. With no desire to hurt their feelings, I would say, I would prefer to have a half inch space in some backwoods "weekly," than to have my ad mixed up in such a mess, and you all know what we think of "wasting your money" that way.


Block them off, brother, and make every advertiser think you have taken the most pains with his work, and you will have to steal the time from your business to write letters as I have done in this case. I suggest the plan of taking ordinary blank white paper, tack on the wall eight or ten sheets. Take "Printers' Ink," I mean in this case, the kind you print with—though I wish to say, it will do you good to take the other one too—thin it with gasoline, and a small quantity of this compound will black these ten sheets. Then you can cut them in strips any width you want, and at a trifling expense you'll always have a border. Use these in dividing your work; the result will be most pleasing to you and your patrons I assure you. Another thing, fellow-craftman: You should always have an eye to the "fitness of things," and the artistic arrangement of your paper. Place such styles and colors in juxtaposition, as will intensify the other by comparison. Don't fill up one corner of your board or of the stand with descriptive matter, and the other with display type or pictures. Sandwich one between the other, the general effect is better, and it makes the reading matter read plainer and makes each picture show plainer.

Now I want to jump on the poster printers and lithographers about the old styles in type and in stock letters which many of them are still using. For love of progress discard; get something new; it will help your business.

Last week only I posted a troupe of Barn Stormers, who were using the same letter I was familiar with on posters twenty years ago.

I think poster printers should look after the stock letter department of their business with as much of a desire to excel in good work as they do in the lithographing department, which all admit to have made most wonderful progress in recent years.

Yours,
W. R. BURNITT.



A PENNY STAMP

Will bring you a sample of a "business bringer" that will set the whole town to guessing. Cheaper than newspaper advertising: more novel: will draw trade direct.

W. Chandler Stewart, 4114 Elm Ave., Philadelphia



NEW POSTERS

DEPICTING

SPRING STYLES

In Hats, Shoes, Clothing Cloaks, Millinery, etc.

Samples free to agents, bill posters and printers.

WRITE TO

The Donaldson Litho. Co.

GINGINNATI.

Editor BILLBOARD ADVERTISING, Cincinnati, Ohio.

Dear Sir—Please tell the poster printers of the country that the Inter-State Bill Posters Association invites them to join, and desires them to participate in all its proceedings and deliberations. We recognize that there are other interests at stake, besides those of the bill poster; in fact, we believe that a printer who persuades an advertiser to go on the boards, is of more importance to bill posters than they are to one another. Respectfully,

P. F. SCHAEFER, Pres't.
CLARENCE E. RONEY, sec'y.

We could not say it half as well as you have yourselves, gentlemen.—EDITOR.

There is considerable truth in the following extract from a communication of a prominent member of the Associated Bill Posters Ass'n, viz: "This rule or ruin policy of Stahlbrodt, Campbell, et al, has given many advertisers the impression that the Associated Bill Posters' Association demand exorbitant prices, and the Inter-State is taking advantage of the situation by emphasizing the fact that they stand for equitable prices."

C. H. Clough favors us with a copy of *The Trademark* for February, and along with it he sends some other circulars which call our attention to certain specialties which W. G. Johnson & Co. think the public needs at the present time.

Clough's advertising is always bright, and tells its story in a manner so interesting that one is compelled to read it all, for no other reason than to see what he says about such commonplace articles as office fixtures, furnishings and stationery.

Personal Mention.

C. R. Hood, who represents W. J. Morgan & Co., of Cleveland, O., is on the staff of *The Bill Poster*.

The Empire Bill Posting Co., of Indianapolis, Wogan & Co., of Boston, and Seibe & Green, of San Francisco, have joined the Inter-State Association.

C. C. Ames, manager of the Old Colony Bill Posting Co., at Providence, R. I., is an enthusiastic member of the Inter-State Association.

W. C. Tirrill and C. B. Tirrill, operating as The World Advertising Service, at Lima, O., have issued a folder containing the provisions of the license applying to bill posting at that point. It is printed on very red card board, and the inference is that it is intended as a danger signal to warn itinerant or tramp posters to keep off the grass.

F. M. Groves, of Evansville, Ind., E. Sparrow, Vincennes, Ind., J. M. Dishon, Terre Haute, Ind., and O. M. Tichenor, Princeton, Ind., all formerly members of Mr. Stahlbrodt's association have left that organization and joined the Inter-State Bill Posters' Association.

Al. Bryan is spending considerable time at the new Akron office. The Cleveland office is ably conducted, in his absence, by Mr. Chas. F. Bryan.

Detroit, St. Louis and Kansas City are considering the advisability of letting a private company have the privilege of advertising on the street corners, in consideration of placing the street name at the top of their signs.

The Albany Bill Posting and Advertising Co. has been incorporated. Capital, \$1000. Directors, James H. Carroll, W. H. Buck, C. H. Smith.

H. B. Smith, of Washington C. H., O., keeps four men going all the time. This fact speaks well for Mr. Smith and shows that his work is effective for the advertisers.

The Huest-Stout Sign Co., of St. Louis, have a one sheet poster for themselves, which is bound to attract attention. It is a calendar of the current month, and is a good strong bill.

E. Dockstader, manager of the old established Spencer Bill Posting Co., of Janesville, Wis., is making evident his ability by giving some very effective service. He does not go to sleep afterwards either, but gets the knowledge before the public.

Artistic bill posting and careful house to house distributing, is what the advertisers find in Sioux City, Ia. This has been brought about by A. B. Beall, since he came into control of the Sioux City Advertising and Bill Posting Co.

Walter Baker's Cocoa is being advertised throughout the middle west by Elisha B. Worrell, in a lecturing tour. The personal popularity of Mr. Worrell is great and his firm will derive much good from his work.

Van Camp's Pork and Beans is billing the country with a three sheet and a one sheet.

The Cincinnati Commercial Gazette followed close in the Tribune's wake, and is advertising with a tasteful poster executed by the Strobridge Litho. Co.

Boru Marvin, of Aurora, Ill., keeps up with the band wagon. This spring he builds 1000 feet of painted bulletins along the line of the C. B. & Q. R. R., at Aurora. Forty eight passenger trains a day and all the freight trains on the two systems pass them.

The bill poster at Hastings, Neb. is licensed, and controls all display advertising privileges there. His work is first-class and he is J. S. Craig.

O. P. Fairchild, while not making much unnecessary noise about it, has, in all probability, the best equipped plant in Kentucky, and, Louisville barred, he has more boards. Mr. Fairchild has recently extended his business so as to include painted bulletins and mural signs, and the display he is getting is surely very creditable.

Reese & Long control 7,500 running feet of space in Scranton, Pa. alone, and they contract for and bill eighteen towns within a radius of eighteen miles. This territory covers the heart of the Anthracite region, and is an extremely profitable field for advertisers. As a result of this happy state of affairs, Reese & Long are on the crest of the wave of prosperity.

The bill posting business in Philadelphia has always been profitable. The American Bill Posting Co., of that city, enjoys the distinction of being the most profitable plant of its kind in the country. The concern is under the direct control of S. H. Robinson, who, although one of the young men in the business, has demonstrated that he knows the best way to make a bill posting business profitable to its owners and patrons.

"Hote's Brush Advertising" is going the rounds. Those who let "Hote" get their name up are among the prosperous ones of the earth.

The local merchant who takes a certain space on a line of boards by the year, is on the right track.

Joseph Wetter & Co. have sent us some advertising for their numbering machine. Their catalogue is well-arranged, both as to type and illustration. The argument is convincing, and it is safe to say that any printer will think twice about numbering machines before he throws any of this advertising in the waste basket.

Among the advertising received the past month, is a very neat folder from W. R. Burnitt, advertising his bill posting business in Ardmore, Ind. Ter. The recipient cannot fail to get a good impression of Burnitt and his boards.

John W. Isham is advertising his Oriental America with a card to fit an envelope, 2x8 inches. The card is neatly printed, and, to those interested, very readable. This card is principally for an

announcement to theatre managers, the name and character of his next season's show.

L. M. Crawford, of Topeka and Wichita, Kas., and St. Joseph, Mo., has joined the Inter-State.

No better witness to the tastes of Chicago's various divisions can be found than the character of the advertising which is on the boards in the several localities. The North Side seems to lean toward the theatres and other amusements, while on the South Side, theatre advertisements are comparatively rare. The windows, when used for advertising at all, containing a lecture or concert notice.

The owner of a building in Port Huron, Mich., had the two men who were painting "Battle Ax" on his building arrested. The painters had the permission of the occupant.

On February 1st, about three hundred feet of space in the busiest part of State street, Chicago, was made available for advertising purposes by removals from the stores. The theatres scooped it in.

Pittsburg's Chief of Police investigated the fight which took place over the space at the corner of Fifth avenue and Smithfield street, and arrested eight of the participants.

The Superintendent of Police in Pittsburg, has ruled that in the future no more lithograph boards will be allowed on the streets. This is a move in the right direction. Lithograph boards unfastened are not only a nuisance, but more than half their value is lost.

"Have you seen The olive green Sterling Machine? 1896 Model, we mean."

We wonder if the Sterling folks mean for the public to consider their wheels in same category with "Darius Green And his flying machine."

Chapman, of Cincinnati, is distributing samples of Baker's Cocoa, together with a neat receipt book; also, Chapple's "Bronchini" Cough Cure folder.

Mulvihill, of Omaha. Is there anyone who doesn't know Tom Mulvihill? Well, for their benefit, let it be said that he has in Omaha, South Omaha, and Council Bluffs, a line of boards which completely cover these three cities.

Geo. A. Treysen, of Chicago, has associated himself with Arthur M. Plato, of San Francisco. The firm to be known as The Pacific Advertising Service, Plato & Treysen, *Experts*.

Mr. Plato has been "on the coast" for the past twenty years, and his reputation is high among advertisers and bill posters alike.

Mr. Treysen, as everyone in the world knows, was the bill poster of Chicago for twenty years.

The immense possibilities in the advertising field on the coast was manifested to Mr. Treysen, when he made a trip through that beautiful country two years ago, and his association with Mr. Plato cannot result otherwise than greatly to

the advantage of themselves and all that have dealings with them.

J. J. Baker, the enterprising bill poster at Johnstown, Pa., has a large local patronage. He expects a big boom during the Firemen's State Convention in that city in October.

ST. LOUIS.

Genial Jack Whelan is in charge of Col. R. J. Gunning's interests in the St. Louis Bill Posting Co.

The Huest-Stout Sign Co. are posting American Lady Corset stands.

Compton & Sons are running night and day.

The Great Western has already responded to the efforts of Manager Edwards. The work now coming from this office is splendid.

There were just three firms who refused Liggett & Myers' paper as a result of President Campbell's boycott letter. They were Breslauer, of Minneapolis, L. N. Scott & Co., of St. Paul, and the Cream City Bill Posting Co., of Milwaukee. All the rest refused to obey the order, many of them writing to Liggett & Myers, and assuring them of their intention.

The Great Western Printing Co., having joined the Inter-State Bill Posters' Association.

Printing House Gossip.

D. E. Russell is with the Greve Litho. Co., of Milwaukee.

Pat Shannon, of the Riverside Show Print, of Milwaukee, owns a ranch in California, on which he spends his winters.

W. J. Morgan & Co. will probably join the Inter-State Bill Posters' Association in the near future.

The officers of the Greve Litho. Co., of Milwaukee, are as follows, viz: Hans Greve, President; J. C. Bird, Secretary; R. Pfeil, Jr., Treasurer.

P. B. Haber, the Show Printer at Fon du Lac, Wis., is a member of the Inter-State Bill Posters' Association.

A. W. Mudge is with Forbes Lithograph Mfg. Co.

Alfred S. Seer, president of the A. S. Seer Printing Co., New York, committed suicide Feb. 27, by shooting himself behind the right ear. He died instantly.

The Greve Litho. Co. and Compton & Sons have joined The Inter-State Bill Posters' Association.

The Donaldson Lithographing Co., of Cincinnati, O., have joined the Inter-State.

TO BE WOUND UP.

Geo. T. Hollingsworth was appointed master commissioner in the suit of John R. McClean and others, to dissolve the Enquirer Job Printing Co. The capital stock was \$200,000, of which \$20,000 was paid up. The master will take testimony June 1, as to property effects, debts, credits, etc. of the corporation, Alex Murray, Jr., attorney.—*Cincinnati Times-Star*.

WHAT THEY SAY.

Some Very Significant Observations.

Bona-fide extracts from letters, most of which are from Members of the A. B. P. A. and its Subordinate Associations.

The following extracts from correspondence with various members of the A. B. P. A. are reproduced here without alterations or eliminations of any kind.

"I am very glad to see the stand you have taken re A. B. P. A. troubles, and believe you have the best wishes of the majority of the Association. We hope to be able to straighten the whole matter out at Cleveland next July."

"February number has just come to hand. Shake. Your vigorous denunciations of the gang will find an echo in the breast of every loyal member of the Association."

"Already they are calling it Campbell's paper, and it is perhaps needless for me to say that you have five friends among the members of the Association to every one of Campbell's."

"Can you tell me where the constitution says there shall be only one member to one town? I cannot find it, and I do not believe any such provision exists."

"I don't suppose I would ever have thought of advertising if it had not been for your excellent criticism of Stahlbrodt."

"We have just received a letter from Chicago, Schiller Building, stating that your paper was no longer the organ of the A. B. P. A., and that a newspaper would be issued Feb. 15th, known as The Bill Poster. As we are interested in this matter, we take the liberty of writing to you to find out why they ask men who are engaged in the bill posting business to withdraw patronage from you. If you are out against the 'gang,' all we can say is that you will find us on your staff. Please send advertising rates, and we will help all we can."

"I am going to post Liggett & Myers' paper and California Fig Syrup too. When I joined the Association, I thought it was formed for the purpose of encouraging the advertisers to post. It seems I was mistaken."

"Last number of BILLBOARD is a daisy. I fully endorse everything you say."

"Where does the president get his authority to ask members to refuse paying his business? Not in the constitution and by-laws, for there is no such law there. If he asks them the score of a personal favor, he's got a lovely 'gail.' Wonder if he thinks the boys have forgotten the way he favored them when he was ahead of Forepaugh?"

"Give them h-l. We are not banded together to kill bill posting by driving business firms into the magazines and newspapers."

"You're all right, and we are with you, every time."

"I cannot find anywhere in the laws of the Association where I agreed to refuse work, and I am not going to do it. I want work. That is what I am here for, not fussing and quarrels."

"We want a different set of officers next year. Men like Geo. Leonard, John Mishler, Mike Breslau and Henry Tyner. I think Curran is all right too, but he is in bad company. Clean the rest out."

"Go for them. You are bound to win."

"I am sick of Stahlbrodt and Co. I joined the Inter-State to-day."

"If Stahlbrodt, Campbell and Carroll want to bust the Association, why don't they say so?"

"The gang is doing all it can to bust the A. B. P. A. It looks as if the Inter-State Association will soon be the one."

"You advised us to stick together, and let the majority rule. I am following your advice, but I'm getting awful sick of their funny business."

"Correct. 'Rouse mit 'em,' say I."

"Why can't the A. B. P. A. and the Inter-State be amalgamated?"

"I am going to Cleveland next July, and if that pig-headed Dutchman runs things, I am going to join Rukey's Inter-State Association."

"I, for one, will not pay Stahlbrodt's rent, nor any part of it. If the New York office is not self-sustaining by this time, I think he ought to go back to Rochester where he belongs."

"BILLBOARD ADVERTISING has done more for bill posters than the 'gang' or the Association either. If compelled to choose between them, we shall surely stick by you."

"I was supposed to be dead, but I voted for you and stood up for you. You can count on me next July."

"The Bill Poster will not live long. We won't support it, and we will support BILLBOARD ADVERTISING. It has always been our friend."

"... is a big, leather-lunged bluff, and most of us are onto him. We like you and we are going to stand by you and BILLBOARD ADVERTISING."

"Enclosed please find a dollar for a year's subscription. We are not saying much but we are doing a heap of thinking."

"I will advertise where I please, and I will run my business to suit myself, and I do not want any advice from him or anyone else. I was not at the Cincinnati convention, and I do not regard myself as bound by its actions, which I think were very foolish."

"Enclosed find one dollar for subscription to BILLBOARD ADVERTISING. I can't do without it. I am glad to see the honorable stand you do in regard to the Association. The right way is the only way."

Boise City, Idaho, Feb. 7th, 1896.
Editor BILLBOARD ADVERTISING,
Cincinnati, O.

Dear Sir—Your esteemed favor of the 4th is at hand and we are pleased to make you the following reply:

Our Mr. Spaulding made application to the A. B. P. A. for membership about the first of August of last year. This was after an annual meeting of that Association, and consequently it could not be acted upon before another meeting. This so-called meeting was recently held in your city, and as Mr. Spaulding had not withdrawn his application and his money from the hands of the Secretary of the A. B. P. A. he was elected to membership.

However, permit us to say right here, that the firm of Spaulding & Gordon, through its manager, R. G. Spaulding, wishes to inform you, as editor of the best trades paper in the United States, viz: BILLBOARD ADVERTISING, that it is now, and always will be with and for the Inter-State Bill Posters' Protective Association, and as brother O. J. Gude says, "I'll stick up any way; it's for the good of the Cause."

Thanking you for this opportunity of declaring ourselves, we remain,

Very respectfully and truly yours,
SPAUDLING & GORDON,
Per R. G. SPAULDING, Mgr.

THAT LICENSE QUESTION.

Lincoln, Ill., Feb. 7th, 1896.
Editor BILLBOARD ADVERTISING.

Dear Sir—In reference to the article, signed "No License," the author has some reasons, I presume, in writing his article, from his own experience. I, also, have seen licenses issued to several bill posters, in towns surrounding me, which worked very charmingly. I admit, it is no protection to pay a high license, but, nevertheless, it is some protection to pay a reasonable one. In towns of 10,000, ten to fifteen dollars is not a high license; yet it is reasonable enough for the bill poster to pay, and far too high for the advertiser or distributor who comes to the town for the purpose of scattering broadcast, his advertisement, thus defrauding the bill poster out of his rights. I desire to say that one shipment of Dr. Miles' advertisements pays my license nearly for the year. I can not see that if a man will spend the amount of his license in improving his plant, he will gain more than by having a license ordinance. I pay in this city

of 10,000 inhabitants, ten dollars per year. Well, it simply shuts out everything. Of course, once in a while, a man slips in, but very few. The man, if he is a hustler, will never allow his boards to become "ratty." A man of that kind will never take the trouble to pay for a license, or see that one is paid. That is no argument at all against license. If a man has good boards, license or no license, his appropriation of paper will not be reduced.

Just what the law is in other states, I do not know, but the statutes of Illinois give every city the right to regulate those matters. Of course, if the town isn't a city, I do not know the authority without looking it up, but if Jones' agent don't want to use Peter Smith's boards, he must go and whack up ten dollars here, just the same. The consequences are, his work will not amount to that much in the smaller towns, hence he saves money by giving it to the bill poster, who never would or could have got that job except by his license. The only way not to make an absurdity out of it, is to make a proviso, allowing home merchants the privilege of advertising their business free. Then they have no kick and will stay by you. We do not have license laws simply alone to bring business, but also for a protection against foreigners, and who will come and give their work to some "scabs." In a town under a license law, a man must take out a license and do the work himself, or give it to a man who is licensed to do the business, and not to anyone he pleases.

I do not write this article for an argument, but just to show that if you work your license law right, you can enforce it.

Keep on the good side of the police. There is where your protection lies.

If anyone cares to have an ordinance drawn for their town, and will send me five dollars for my trouble, I will draw one that will stick.

CHAS. C. MAXWELL.

Anaconda, Mont., Feb. 8th, 1896.
Editor BILLBOARD ADVERTISING.

Dear Sir—I notice in the February number, a communication under the head of "License." I claim that the writer is wrong, on these grounds, first: That a bill poster in any city, town or village should have some protection from the city, town or village, and unless he pays a license, he cannot receive that protection against night vandals and the like. Supposing Mr. Smith goes and Mr. Bond does not like it; so Mr. Bonds goes and blanks them over, and there you are. The printer has been paid for paper and printing, the bill poster has been paid, and in less than twenty-four hours the work is covered by some one, who has not one cent at stake, only the supposed satisfaction of covering over the ad. You have him arrested; then comes the trial; you are informed that the culprit has been released without fine or imprisonment. Better far license all bill posters. The law will then give satisfaction. Second: I say your correspondent is wrong again, when he says that where a bill poster pays license, he lets his billboard go ragged. Well, my opinion is, he never ought to go into the business, for he is no bill poster, who lets his business run down on account of paying a license, big or small. Third: No bill poster, to my knowledge, ever had a monopoly in any city, for I think that the Council or Aldermen would not countenance anything of the kind. I would infer your correspondent is, or has been a proprietor and manager, or a local manager, for there is where the city bill poster gets all his unnecessary grumbling from, on account of the figure charged for posting. In conclusion, I will say that "License" is wrong again, and I doubt that he ever did post a sheet of paper, or distribute a circular in his life. I say all license law will bring business, and with business there is something to pay license for.

Yours truly,
GEORGE ELSTON,
Licensed Bill Poster.

A LICENSE ORDINANCE.

The following is the full text of the new license law which has gone into effect at Erie, Pa.

Be it enacted by the Select and Common Councils of the City of Erie, Pa.

Section 1. That from and after the passage of this ordinance, no person or persons shall engage in the business of bill posting in the City of Erie, nor shall distribute in the streets, alleys or lanes of the said city, any bill, picture or advertisement, announcing the business or place of meeting of any skating rink, opera, theatre, menagerie, or other exhibition for pay, or any other advertising matter, in any manner, except as hereinafter specified, unless the said person or persons shall have first been duly licensed by the Mayor of the City of Erie.

Sec. 2. Any person of good character, desiring a license, shall be licensed by the Mayor of the City of Erie, to engage in the business of bill posting and bill advertising for the term of one year from the date of said license, upon the payment of fifty (\$50.00) dollars and the filing of a bond in the sum of five hundred (\$500.00) dollars, with two securities, conditioned that the said licensee shall perform the duties of his office in good, lawful and proper manner, in compliance with the ordinances of the city governing the character of the matter posted or distributed, and the manner of posting and distributing the same.

Sec. 3. The said licensees, their agents, officers and employes, while engaged in the act of posting, painting or distributing any bills, cards, signs, circulars, pamphlets, advertisements or notices in said city, shall wear a badge with the following words conspicuously placed thereon: "Licensed Advertiser, Erie."

Sec. 4. No person shall scatter or throw upon the streets, sidewalks or alleys of the city, hand bills, posters, advertisements, or paper, and nothing herein shall be construed to authorize any person or persons to obstruct the streets, sidewalks and alleys of the city, or create any nuisance therein, or prevent the posting of notices required by law to be posted.

Sec. 5. Nothing herein contained shall be construed as to prevent any person, firm, association, or corporation, residing and doing business in the City of Erie, from distributing circulars or hand bills, advertising the business in which such person, firm, association or corporation is directly engaged.

Sec. 6. Any violation of the provisions of this ordinance shall be deemed a misdemeanor and any person upon conviction thereof, shall be punishable by a fine of not less than five (\$5.00) dollars nor more than twenty-five (\$25.00) dollars and in default of the payment of such fine, such person so convicted shall be imprisoned in the lockup or common jail of the city, one day for each dollar of fine and costs so imposed and unpaid.

Sec. 7. That any ordinance or part thereof, conflicting herewith, be and the same are hereby repealed.

Donnelly, of Boston, is branching out. His plant, already very extensive, has been further enlarged by purchase from the Old Colony Bill Posting Co. of all their privileges in Woburn, Winchester, Hyde Park, Dedham, Weymouth, and Nantasket. He is sending a well-executed calendar to advertisers all over the country.

LIST OF FAIRS, 1896.

Copyright 1896
CONNECTICUT.
Rockville. Holland Co Fair, Sept 15-17
ILLINOIS.
Alledo. Sept 22-25 W H Graham, secy
Avon. Sept 15-18 Julian Church, secy
Camp Point. Adams Co Fair, Sept 7-11 E E B Sawyer, secy
Catin. Vermilion Co Agricultural and Mechanical Association Fair, Aug 18-21 T A Taylor, President; G B Fleming, Secretary; H H Kidd, Treasurer
Champaign. Aug 2-28
El Paso. Sept 14-18
Farmer City. Aug 17-21
Freeport. Northern Illinois Agricultural Society Fair, Sept 8-11 Thos D Osborne, secy
Mt. Carroll. Carroll Co Fair, Aug 25-28 Geo F Buckner, Pres; Geo G Canyon, Secy
Paris. Edgar Co Fair, Aug 31-Sept 4 Geo H McCord, secy
Springfield. Sept 28-Oct 2
Watseka. Iroquois Co Agricultural Association Fair, Sept 17-19 H C Lovett; President; L F Watson, Secretary
Woodstock. McHenry Co Fair, Aug 25-28 G B Richards, secy
INDIANA.
Bainbridge. Aug 3-7
Bloomington. Aug 10-14
Crawfordsville. Sept 17-21
Flora. Carroll Co Fair, Sept 20-25 J T Gillam, Pres; C E Nobes, Treas; J O Ferrier, secy
Frankfort. Aug 25-28
Indianapolis. Sept 14-26
Kendallville. Sept 28, Oct 2. Nathan Roberts' Pres.; John Mitchell, Treas.; J. S. Conlogue, Secy.
Lafayette. Aug 31-Sept 4
Lebanon. Aug 17-21
Paoli. Sept 9-12 A W Brown, Pres; H F Davidson, Secy; S S McIntosh, Treas
Shelbyville. Shelby Co Fair, Sept 13 John W Vamoay, Pres; Henry Doble, Treas; E E Stroup, secy
Sheridan. Aug 10-14
IOWA.
Bloomfield. Davis Co Agricultural Society Fair, Sept 15-18 J C Broughard, secy
Carroll. Aug 18-22 A L Wright, Pres; R E Goburn, Treas; A J Legos, Secy
Columbus Junction. District Fair, Aug. 25-29. R F McOnnell, Secretary
Davenport. Davenport Fair and Exposition, Sept 21-24 P W Magnus, secy
De Witt. Clinton Co Fair, Sept 15-18 E. Christiansen, secy
Elmira. Hardin Co Fair, Sept 1-4 J W Prisen, secy
Greenfield. Adair Co Fair Association Fair, 28-Oct 1 Ernest Funke, Pres; A J Gibbs, secy
Humboldt. Humboldt Agricultural Society Fair, Sept 22-25 A M Adams, secy
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National. Clayton Co Agricultural Society Fair, Sept 11 J C Hempel, secy
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Ruthven. Lake District Fair Association Fair, Sept 14-17 Fremont, Ind., secy
Victor. Victor District Fair Association Fair, Sept 15-17 H W Anger, secy
Waukon. Allamakee Fair, Sept 22-25 C M Bowman, Pres; Capt W B Hart, secy
Webster City. Hamilton Co Fair Association Fair, Sept 22-25 W G Bale, secy
Whatcheer. Whatcheer District Fair Association, Sept 28-Oct 1 T C Legos, secy
KANSAS.
Burlington. Coffey Co Agricultural Association, Sept 14-18
Garratt. Anderson Co Agricultural Association, Sept 15-18
Iola. Allen Co Agricultural Association Sept 8-12 Mound City. Linn Co Agricultural Association, Oct 6-9
Olathe. Johnson Co Agricultural Association, Aug 25-28
Ottawa. Franklin Co Agricultural Association, Sept 22-26 Chas H Ridgway, secy
Paola. Miami Co Agricultural Association Sept 29-Oct 2
MAINE.
Bridgeton. Farmers and Mechanics' Fair Second week in Sept
MARYLAND.
Easton. Talbot Co Fair Association, Great Eastern Shore Fair, Sept. 15-18. Jos. B Harrington, Pres; M M Higgins, Secy
MASSACHUSETTS.
Amesbury. Amesbury and Salisbury Agricultural Society Fair, Sept 22-24. C W Woods, Pres; J A Davis, Treas; A H Fielden, Secy
Barnstable. Barnstable Co Agricultural Society Fair, Sept 8-10. Henry M Hutchings, Secy
South Lancaster. Worcester East Agricultural Society Fair, Sept 10-11. John R Thayer, Pres; J Lancaster, Mass; W A Kilbourn, Secy
South Lancaster, Mass; Lucius Field, Treas, Clinton, Mass
MICHIGAN.
Coopersville. Sept 22-25 J B Watson, Pres; E M Parker, Treas; C De Vos, secy
Ionia. Ionia District Fair Association, Sept 15-18 Luther Hall, Pres; Reuben Gould, Treas; Fred Cutter, Jr, secy
Muskegon. Sept 15-18

MISSOURI.

Bellton. Belton Agricultural Association Aug 18-19
Kahola. Clark Co Agricultural and Mechanical Association Fair, Sept 13-15 W M Boulware, Pres; Joseph Vandolah, Secy
Trenton. N M C A I Ass'n Fair, Sept 15-18 G W Smith, Pres; W E Austin, Treas; Peter H Yakey, Secy
NEBRASKA.
Auburn. Sept 22-25
Beatrice. Gage Co Society of Agriculture Fair, Sept 15-18
Elmwood. Sept 15-18
Omaha. Nebraska State Fair, Aug 27-Sept 5
Plattsmouth. Oct 6-9
Syracuse. Sept 29-Oct 2
Tecumseh. Oct 13-16
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ESTABLISHED 1879. Population 50,000

THE FINEST LINE OF BOARDS IN THE SOUTH.

The Stoops Bill Posting and Advertising Co.
CHATTANOOGA, TENN.

Bill Posting, Distributing, Card Tacking, Sign Bulletin and Out-door Advertising in all its Branches.

HARRY E. STOOPS, Manager.

We control all Bill Boards and Dead Walls in the City.
OFFICE, 103 READ HOUSE BLOCK.

To the Readers of BILLBOARD ADVERTISING and Advertisers throughout the World.

GENTLEMEN—

We desire to call your attention to the best city in the entire Southern States as an advertising point—Chattanooga, Tenn.—Population 50,000, (not including suburbs). Greatest Railroad Center of the South. Eleven trunk lines, with largest tributary trading territory; more celebrated historically than any other point in the United States; unexcelled as an industrial and manufacturing center; an annual quarter of a million visitors to immediate points of interest; over two hundred factories with an invested capital of over eight million dollars, giving employment to ten thousand people, and an annual product of nearly twenty million dollars.

We direct your special attention to the fact that a progressive city requires a progressive bill posting and general advertising plant, and we claim that after seventeen years of toil and making out-door advertising a study, we now have as fine a plant as there is in existence, in proportion to the size of the city.

We have erected in choice locations, the following size boards: Fifty 8-sheets; five hundred scattering 3-sheets; two hundred 2-sheets; one thousand 1-sheet, 200 1-sheet dobs, and one mile 250 lineal feet located on principal business and residence streets; 900 feet new board recently constructed.

Not having opposition in our city, we can therefore give all work a total showing in all locations, and refer you to the December, January and February issues of BILLBOARD ADVERTISING, in which is displayed half-tone cuts of as many locations as space would permit, and showing that we have what we claim. As to our work, it is a pleasure to be able to give our patrons the full benefit of their patronage, and we ask you to place us on your list for future advertising, viz: Bill Posting, Distributing, Card Tacking, Circular Mailing, (of which we have prepared list), Fence, Wall, Mural and Artistic Bulletin Painting. We can place any number of sign bulletins on our excellent Government Boulevards, which traverse the following points of interest in and around Chattanooga: Lookout Mountain, Missionary Ridge, Walden's Ridge and Chickamauga Battlefield. These points are annually visited by thousands of strangers visiting and passing through Chattanooga, and this makes the City of Chattanooga one of the most desirable points in the United States for advertisers.

In conclusion, we will state that our rates for advertising are the lowest and best, and our reference any Banker or Merchant of this city, or any advertiser who has advertised in Chattanooga.

Thanking you for the time in noting the above, and wishing to be remembered as being in the advertising business in all its branches, we are,

Yours to command,

THE STOOPS BILL POSTING & ADVERTISING CO.,
HARRY E. STOOPS, Manager

Commercial Work specially solicited.

One Mile 250 Lineal Feet of Boards.

Also Control Suburbs and Hamilton Co., including Boulevards leading to Chickamauga, National Military Park, Missionary Ridge and Lookout Mount'n traversed by Thousands of Visitors.

Six Country Routes.

1, 2, 3, 4, 6 and 8 Sheet Boards always on hand.

Artistic Signs and Bulletins.

"Black Sheep" Double Deck. The Finest and Best Located 100-Sheet Board IN THE SOUTH.

Southern Commercial Contractors.

All Work Given Prompt Attention.

Satisfaction Guaranteed.

AT LAST The vexatious problem has been solved
An ASSOCIATION which associates. PROTECTION which protects.

The American Bill Posters' Union!

A CORPORATION UNDER THE LAWS OF NEW JERSEY.

♦♦♦♦♦ CAPITAL STOCK, \$500,000. ♦♦♦♦♦ SHARES, \$10.00. ♦♦♦♦♦

CO-OPERATIVE, EQUITABLE, PRACTICAL. For prospectus, general information and full particulars, address

C. S. HOUGHTALING, No. 3 Park Place, NEW YORK.

GET THE BEST!

THE STAR
COIL SPRING SHAFT SUPPORT
AND ANTI-RATTLER.

THE DECATUR SHAFT SUPPORT CO.
Decatur, Ill.

SPECIALTIES
are what pay. Booklets and High Grade Ads are Specialties with me; high grade, original drawing with my artist—will you write for the proof of what we say.
R. L. CURRAN,
150 Nassau St.,
NEW YORK.

BILL POSTERS in
Maine,
New Hampshire,
Vermont,
Massachusetts,
Rhode Island,
Connecticut,
California,
Iowa,
Louisiana,
Nebraska.

Send us prices for One, Two and Three Months' Display.
CALVERT LITHO. CO.
Larned and Shelby Streets,
DETROIT.

500 Fresh Gummed Addresses of Agents and others, all over the U. S. Just the thing for those doing a mailing business. Price 50 cents, silver, per copy. Address
J. T. LUMPKINS, NEVA, VA.

MATTAPAN, BOSTON, MASS.
ADVERTISERS SEND WORK TO
DAN'L L. CUSHING, 108 River St.
Distributor and General Advertiser.

Send for the Ad-age, Boston. It has 25 Prize Ads in each issue. 10c a year.

1869 Taunton Bill Posting Co. 1896
BILL POSTERS & DISTRIBUTORS,
Best Boards. Best Stock. Best Workmen
A. B. WHITE, Mgr. and Treas.
Office, 45 Cohannett St., Taunton, Mass.

SPRING OPENINGS

advertised MY way pay—and the whole outfit, (especially illustrated newspaper ads and booklets with title-page engraving printed in colors) wont cost as much as an artist would charge you to make plain, every-day cuts. Are samples and full information worth a penny stamp.

W. CHANDLER STEWART.

4114 Elm Avenue,
Philadelphia.

LICENSED
BILL POSTING,
TACKING,
DISTRIBUTING.

J. S. CRAIG,
319 LEXINGTON AVENUE,
HASTINGS, NEB.

BELOIT, Population 8,000. JANESVILLE, Population 14,000.

Spencer Bill Posting Co

Members INTER-STATE Bill Posters' Association and International Association of Distributors.

BILL POSTING, DISTRIBUTING, GENERAL ADVERTISING.
10,000 FEET OF BILLBOARDS. CIRCUIT, 25 TOWNS.
E. DOCKSTADER, Manager. Office, No. 4 S. Jackson Street,
JANESVILLE, WIS.

Style and Prices
TASTE MEANS

MAKE YOUR OWN CUTS.

Almost every day you see good cuts appearing in the papers, trade journals, magazines, catalogues, etc., which would make splendid advertising cuts for your business. We have a process by which every reader of BILLBOARD ADVERTISING can make his own cuts, whether he be an artist or not. No experience or skill required. You can reproduce, very quickly, any of the pictures you find printed in any kind of a paper, or you can take it from a photograph, pen and ink drawing or a lead pencil drawing. and the cost will be less than five cents per cut. No camera or other outfit needed. Special offer to readers of BILLBOARD ADVERTISING. Send stamp for particulars. Dept. 4, The Zinc Process Co., Goshen, Ind.

No Office Complete Without It.

Business

A Practical Journal of the Office

It saves money by discovering the best way of doing things in the office. It treats particularly upon

ACCOUNTING, OFFICE ROUTINE, BUSINESS MANAGEMENT and ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, TRANSPORTATION, COMMERCE and ECONOMICS.

The stated departments of the paper include OFFICE MAIL BAG, being letters from practical men on office and business topics; OFFICE RECORD, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting studies in successful publicity; INSTITUTES AND ASSOCIATIONS, recording the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers.

The supplement, PRACTICAL ACCOUNTING, contains carefully prepared articles on accounting methods, including descriptions in detail of the accounting practiced in leading establishments.

Monthly, 40 pages, illustrated, including supplement, \$2 a year. Sample copies (mentioning this advertisement) free.

KITTREDGE COMPANY, Publishers
13 Astor Place, NEW YORK.

R-I-P-A-N-S

ONE GIVES RELIEF.

The modern standard Family Medicine: **Cures** the common every-day ills of humanity.

Money Wasted

By Attempting to Bill or Advertise New York City Without Using

Harry Munson's

Bill Boards
AND
Advertising
Spaces.....



OFFICES: { No 42 Duane Street,
No. 228 East 125th Street,
Telephone Call, 136 Franklin.

NEW YORK CITY.

I own and control absolutely all the bill boards on Lower Broadway; all the bill boards at the prominent ferries; all the prominent bill boards and sign boards facing the New York and Brooklyn Bridge, and the majority of prominent locations on all the principal thoroughfares.
All paper listed and kept up the full term of contract, and renewed promptly when necessary.

SATISFACTION IN ALL CASES GUARANTEED.

REFERENCE: The O. J. Gude Co., 113 W. Broadway, New York City.

**BOISE CITY,
IDAHO,
POPULATION, 8,000.**

**SPAULDING & GORDON,
LICENSED
City Bill Posters and Distributors.**

Members of Interstate Bill Posters' Protective Association, and International Association of Distributors of North America, and Pacific Bill Posters' Association.

We have more billing space than all other towns in Idaho put together.

The city is booming.
Send on your paper.
References furnished.

The HUSTLER ADVERTISING CO.

PRINTERS, POSTERS, MAILERS,
AND DISTRIBUTORS.
24 North Miner Street, FT. WAYNE, IND.
W. H. CASE, Manager.

Prompt Service by Reliable Men.

10 CENTS (Silver) pays for directory containing names, addresses and business of firms who have circulars to distribute, bills to post, and signs, etc., to tack up. Revised and corrected up to date. We guarantee every address to be O. K. GEO. F. ROBB, Des Moines, Iowa.

WESTERN BUSINESS is what I most particularly desire. I'm western—so are my best ads. Good ads—western ads—for western men, I write best. \$1 buys 2. Dissatisfaction brings the \$1 right back. A. M. CHURCH, Bassett, Neb.

WE ARE IN IT.

Note these Panic Prices. Good Business Envelopes, XX 6 1/2 in stock, printed as you want them, colors, comical or plain, 1,000 for \$1.75, 500 for 75c, 250 for 50c, 100 for 25c. Sample order of 50 printed for 15c. Note Heads to match. Same price. Send us a trial order at once. Our printing is almost equal to engraving. Address

**ARTISTIC PRINTING CO.,
KENNEDY, ALA.**

Samples, circulars, etc., distributed. Honest work and best references. Terms very reasonable. Write and see.
W. L. ROBERTSON,
Box 297, Roanoke, Va.

Push

ARE
YOU
IN
IT?

That's what make business a success—the more push, the greater the success—IF the push is in the right direction.

PUSH is a little journal "published for progressive people." It helps business men push in the right direction. It has enthusiasms, but it doesn't go off half-cocked. Let us send you a free sample copy.

PUSH PUBLISHING CO., Springfield, O.

It Costs Nothing!

Yankel & Lodes

You get a facsimile of your signature engraved and a plate for printing with a yearly subscription for **BILLBOARD ADVERTISING**. \$1.00 pays for both, and either alone would cost \$1.00.

Write name in black ink, and enclose the amount.

**BILLBOARD ADVERTISING,
Cincinnati, O.**

Compound Interest and Advertising are very similar. The longer continued the better the results.
A cigar manufacturer that started advertising with me in '93 states that while returns the first six months were satisfactory, from that time on they constantly increased, and are still on the grow.
For \$20.00 a year I will post New York, Chicago, Philadelphia, Boston, Baltimore and Washington, and place your goods prominently before every inhabitant. Cost of paper is included. (Substitute any other towns you care to.) By no other method can you do as well.
Sam W. Hoke DISPLAY ADS,
Telephone Connection. 87 Nassau St., New York.

3000 RUNNING FEET OF BILL BOARDS

As follows, in Lake Co., Ill.

- 75 North Chicago.
- 50 Lake Bluff.
- 75 Lake Forest.
- 75 Fort Sheridan.
- 200 Highland Park.
- 50 Deerfield.
- 150 Libertyville.
- 50 Rockefeller.
- 50 Ivanhoe.
- 100 Grays Lake.
- 100 Lake Villa.
- 250 Antioch.
- 25 Milburn.
- 250 Russell.
- 150 Wadsworth.
- 250 Gurnee.
- 100 Warrenton.
- 1000 Waukegan.
- 3000 Total Running Feet.

Chicago, 35 miles. Population, city, 10,000. Population, county, 40,000. Best Summer Resort County in the State. Fine Fishing, Government Piers, Steamboat Landings. 50 Minutes Run to Chicago. 2 Special Theatre Trains Daily. 35 Passenger Trains Daily.

Circular. Addressing Department is under the management of CLINTON BURNETT, who had years of experience in this line.

G. RUNEY & SON,

Bill Posters and Distributors,
WAUKEGAN, ILL.

G. RUNEY. STANLEY M. RUNEY.
JOE B. RUNEY. C. E. RUNEY.

Signs, Snipes, Circulars, Pamphlets and all kinds of Advertising Matter distributed. Display Show Windows. Bill Boards to Lease. Three Teams on the Road all the time. Contracts taken from Waukegan to Chicago. Revised list of 5,000 Tax Payers for sale.

5c. per Sheet 30 days Guaranteed, Protected and Renewed Showing.

REFERENCES:—Bradstreet, Dunn and Security Savings Bank.

J. H. DAY & CO.

COURT, BROADWAY and EGGLESTON AVENUE,
CINCINNATI, O.
35 MURRAY STREET, NEW-YORK.

You Must Know

That primitive methods are out of date in this era of machinery. This applies to the manufacture of paste for bill posters as well as to the most extensive industry whose machinery investments represent millions. You can't afford to mix paste by hand. Economy dictates the use of our machines for the purpose.



HUNTERS' PASTE MIXING MACHINE

Our Machines Save

Time, trouble and material. You need them in your business. We have sizes for small plants and sizes for large plants. Some are operated by hand, some by power. No bill posting establishment is complete without our machines. Prices are reasonable. Write for full particulars. Be sure to mention this paper when you write.

BILL POSTERS' PASTE BRUSHES.

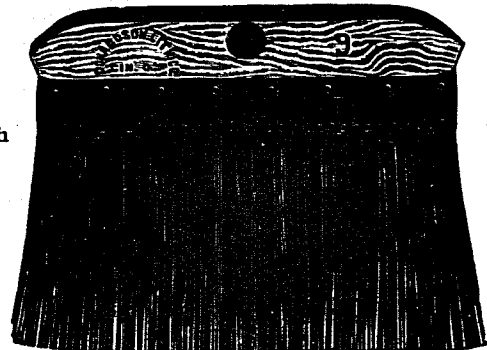
The two leading brands of America, both of which are Hand Made, Copper Bound and Steel Riveted.

The "Nonpareil"

No good brush is cheaper than this brush

PRICES.

8 Inch,	\$2.25 Each
9 "	\$2.75 "
10 "	\$3.00 "



The "Unexcelled"

No good brush is better than this brush.

PRICES.

8 Inch,	\$2.75 Each
9 "	\$3.00 "
10 "	\$3.25 "

THE DONALDSON LITHOGRAPHING CO.
CINCINNATI, OHIO.

EVERY BILL POSTER
ADVERTISER
WANTS AND NEEDS

PROFITABLE ADVERTISING

The Advertiser's Trade Journal of New England.
Full of ideas and suggestions for the Publicity Seeker.
February issue contains valuable article by O. J. GUDE, New York's great sign man. Also Illustrated article on Outdoor Advertising.
Subscription Price, \$1.00 per year. Send for sample copy.
KATE E. GRISWOLD,
Editor and Publisher,
13 School Street, BOSTON MASS.

1896.

THE DONALDSON GUIDE

3d Edition now in process of compilation.

Will embrace every town of over four hundred and fifty inhabitants in the United States and Canada, with a full and complete description of each.

It gives the population of the town.
It gives the population of the county.
It gives the name of the bill poster.
It gives his street address.
It gives the name of the distributor.
It gives his street address.
It gives the name of the opera house.
It gives the name of the local manager.
It gives the names of the halls.
It gives the names of their managers.
It gives the names of the newspapers.
It gives the names of the editors.
It gives the date of publication.
It gives the names of the dramatic critics.
It gives the names of the dramatic correspondents.
It gives the name of a good attorney.

It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10 1/2, handsomely bound in cloth and gilt. In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopedia and the International Professional Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued. The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributors and show printers to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc. Blanks are provided for this purpose by the publisher and can be had upon application.

It is to the interest of every bill poster and distributor to have his town properly represented and described. Let the advertiser know its resources and the number of people he can reach. Let the showman know the circus license and whether their is a desirable lot. Tell the theatrical manager what kind of theatre, opera houses, or halls you have.

It will bring you business.

Because it will be consulted almost daily by the advertisers, showmen and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put in an advertisement immediately following the description of it, stating the present population, together with such other advantages as it may possess. The advertising rates are very reasonable. Twenty-five cents per agate line for a year's advertising is in fact exceedingly low. At this rate a space of half inch single column comes to \$1.75, or an inch to \$3.50.

REMEMBER, that the DONALDSON GUIDE will henceforth be published largely in the interests of bill posters, distributors and advertisers. Heretofore it has been given over almost entirely to managers of opera houses and showmen, but from now on this will be changed. Give it your endorsement. Talk it up. Enlist the interest of your local managers. In fact, aid it in any manner you can. It's a good thing and if accorded the support it deserves will be a big thing for all parties interested.

The price of the Donaldson Guide is \$3.00 each, and it is worth many times its cost to those who use it. To persons, however, who have not yet had an opportunity of examining the work, or agents who desire to canvass for subscriptions of advertisements, a copy of the current edition, of which a few are still on hand, will be sent upon receipt of \$1.00. Address all communications or inquiries to the publisher.

W. H. DONALDSON,
Cincinnati, Ohio.

Mauberret's Printing House, Limited

Printing Posters
in ALL its Branches.

Work THE FINEST. Prices THE LOWEST.

all sizes all styles.

526 to 532 Poydras Street, NEW ORLEANS.

Printer's Ink Helps Advertisers!

It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of advertising.

Enables you to profit by the experiences—and adopt the methods—of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable.

Instructs you—and exemplifies—how to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about mediums, tending to aid you in selecting profitable ones to advertise in.

Subscription price now \$4 a year. Sample copy, 10 cents.

10 Spruce Street, New York.

ELDER, JENKS & RABORG



'Excelsior' Circus Paste

Bill Posters' Brushes
Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush made.

Will not come apart. Used and recommended by Barnum, Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada.

Size 9 inch.
Price \$30.00 per doz.
\$3.25 Each.
Extra Extra for Circuses. \$40.00 per Doz. \$4.00 Each.

127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

ROOSEN INK WORKS.

66-68 JOHN STREET, BROOKLYN, N. Y.

MANUFACTURERS OF PRINTING AND LITHOGRAPHING INKS AND DRY COLORS.

DEAFNESS CURED

When you write, mention *Billboard Advertising*.

DEAFNESS CURED
ENTIRELY OVERCOME BY
THE GREAT
WHISPER, CONVERSATION AND MUSIC HEARD. CURED
WHEN ALL OTHER REMEDIES FAIL. SOLD EVERYWHERE.
RICHMOND, N. Y. 111 Broadway, Cor. 14th New York
LITTLE WITHIN AN HOUR. 75 BOOK OF PROOFS, FREE. NO AGENTS

We Employ Young Men

to distribute our advertising agents in part payment for a high grade Acme bicycle, which we send them on approval. No work done until the bicycle arrives and proves satisfactory.

Young Ladies employed on the Acme Cycle Company, ELKHART, IND.

If boys or girls apply they must be well recommended. Write for particulars.

FT. WORTH, TEX., Oct 10, 1895.
Acme Cycle Co., Elkhart, Ind.
DEAR SIR:—My Acme Light Roadster arrived yesterday morning and not only myself but everyone that has seen it pronounces it a strictly first-class wheel and a beauty. I am very well pleased with the same, and will do all I can to get a great many more to buy your wheel!

Yours truly
C. H. CHEATHAM.

ALLIANCE, OHIO, Oct. 12, 1895.
Acme Cycle Co., Elkhart, Ind.
DEAR SIR:—Having given my wheel a good trial, am ready to say I am exceedingly well pleased and thank you very kindly for the favor and privilege you have given me. I showed the wheel to one of our prominent bicycle agents, who did his best to sell me a wheel, and he said after taking a short ride on it that it was a fine wheel; and I know if the material is as good as the finish I will never regret my bargain.

Yours truly
SETH BARTON.

WE HAVE NO AGENTS

but ship from our factory at wholesale prices. Ship anywhere for examination; pay freight both ways if not satisfied. 100 styles of Carriages. 50 styles of Harness. Send 4 cts. for 112 page catalogue. ELKHART CARriage and HARNESS MFG. CO., W. B. FRANK, Sec'y, Elkhart, Ind. No. 7184 635.

STEINBRENNER'S CINCINNATI DISTRIBUTING SERVICE

A thorough, efficient and economical means of reaching the buyers of Cincinnati, Ohio. We are in a position not only to guarantee honest service but also a reasonable proportion of direct results.

Circulars \$1.50 per 1000	Comptent MEN.
Folders \$1.75 per 1000	Reliable MEN.
Booklets \$2.00 per 1000	Honest MEN.
Almanacs \$2.00 per 1000	Sober MEN.
Samples	Experienced MEN.

Address: W. H. STEINBRENNER, 811 Vine Street, CINCINNATI, O.

THE AULT & WIBORG CO'S POSTER INKS

THE LEADING SHOW PRINTERS (LITHOGRAPHIC OR BLOCK) IN THE UNITED STATES USE

ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI, NEW YORK, CHICAGO.

J. T. ELMORE & CO. BILL POSTERS, CHICAGO.

76 MADISON ST. CHICAGO.

By appointment Solicitor Interstate Bill Posters' Protective Association, bonded.

BURNITT Designer of Descriptive Posters, Theatrical, Commercial or otherwise, Block Streamers and Stock Letters.

Office, Donaldson Litho. Building, CINCINNATI, O.

A. E. BENTLEY, Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application.

A. E. Bentley, GUTHRIE, OKLA.

SPECIAL STANDS.

Send one (\$1) dollar and reading matter for a sample 20-sheet stand, imitation litho in colors. New Process. Fine work. Great for Special Sales, etc.

We are also City Bill Posters and Distributors. Signs painted and tacked.

Address, MARION ADVERTISING CO., Marion, Ohio.

B. T. ROBINSON, City Bill Poster, CLIFTON FORGE, VA.

Correspondence Solicited.

R. R. WHITE, MAPLE VALLEY, IND.

Distributes Circulars, &c., in five counties. No Boys. Best Work. Best references. Write.

Fort Wayne City Bill Posting Co. THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents. Work promptly and properly executed.

C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

I have compiled a list of 2764 names and addresses of people living in Spartanburg County, S. C., whose tax returns exceed \$500. I will mail a neatly type-written copy of it to any address for \$3.00. Chas. H. Henry, Mgr. Daily Herald, Spartanburg, S. C.

J. T. LUMPKINS, NEVA, VA.

Do you collect Art Posters? See "THE POSTER" Magazine. Monthly. Illustrated. \$1 a year. Send 10 cents for sample copy.

WILL M. CLEMENS, Publisher, P. O. Box 1716, New York.

The Best Service, and Testimonials to prove it.

Control Boards—Passaic, 20,000
Rutherford, 7,000
Garfield, 2,000

Contract for Paterson, 100,000
Distributing in all of the above cities.

PASSAIC ADVERTISING CO.
M. C. WHITEHEAD, Sec. PASSAIC, N. J.

"The Bill Poster"

The English counterpart of *Billboard Advertising*. Subscriptions, 50 cents per year, post free, may be sent to No. 127 East Eighth St., Cincinnati, O.

HIGH-CLASS Half-Tone ENGRAVING.

SEND good Photograph and Get a Good Cut.

PRICES:
2x3, \$2.50
2 1/2 x 3 1/2, 2.65
2 3/4 x 3 3/4, 2.75

SEND The Money With The Order.

The Helleberg Photo-Graving Co., Cincinnati

SHAKESPEARE PLUG TOBACCO

CHAMPAGNE FLAVOR.

Is made from the best selected Kentucky Burley Leaf, wrapped in Gold Foil, and is just sweet enough to be good.

Sent by mail in neat paper boxes, 1 lb., \$1.00; 1/2 lb., 50c; 1/4 lb., 25c.

IT'S AN ELEGANT CHEM.

FALLS CITY TOBACCO WORKS,
117 & 119 Bullitt St., Louisville, Ky.

Let's Get Acquainted?

Send for our Specimen Book: that will introduce us, but Don't forget to ask about our CHINESE BLACK.

"Just for fun, you know—not business—for, of course, you are perfectly suited and would not change your ink for your father's." Yes, we know; sounds natural.

Eagle Printing Ink & Color Works

148-152 Monroe Street, Chicago.

To the first ten persons sending us orders for our inks, resulting from this ad in "Billboard Advertising," we will send a handsome present. So be sure and mention this paper.

HENNEGAN & CO.

PRINT POSTERS

PRINT POSTERS



THAT WILL
Please the
Patron,
Poster
and the
People.

THAT COMBINE
Excellent
Execution
with...
Pleasing
Effects.

LOW PRICES.

127 E. Eighth St.

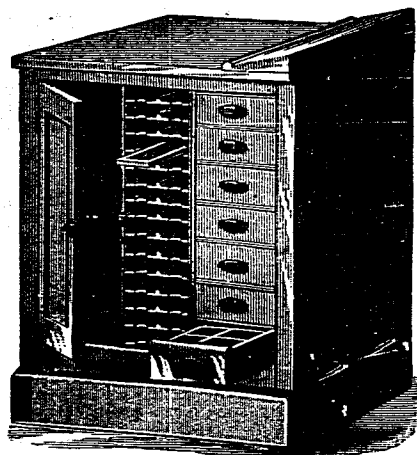
PROMPT SHIPMENTS.

Cincinnati, Ohio.

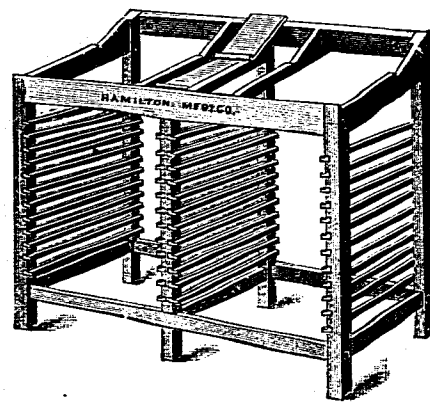
Save Your Dollars

Likewise your time and patience. When you want Printing Material GET THE BEST. That is the Cheapest and Most Satisfactory way every time. Our line is unsurpassed, and contains everything used in wood about a printing office. Write to us and tell us of any Special Furniture you want built and we will be pleased to furnish figures for first-class work.

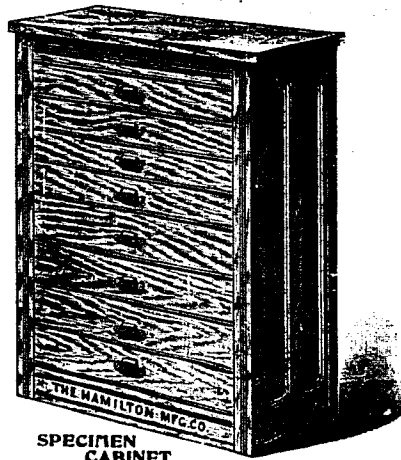
We work in beautiful hard woods and finish all our furniture in the natural color of the wood. No cheap stained furniture leaves our plant. Send to us or your dealer for our catalogue.



MAIL LIST CABINET.



PRINTERS' STAND.



SPECIMEN CABINET.

Our line of Wood Type comprises over 600 different faces, all made in many different sizes. It is the largest and most complete selection of type faces ever shown in the world. We issue seven different catalogues all told. One weighs 10 lbs. But it isn't all dead weight. Lots of good things between the leaves.

THE HAMILTON MANUFACTURING CO.

TWO RIVERS, WISCONSIN.

Wood Type and Printers' Furniture.

LIST OF MEMBERS OF THE Inter-State Bill Posters' Protective Association.

With their Prices, Facilities, &c. Corrected Monthly.

Table with columns: TOWN, STATE, MEMBER, POPULATION, Prices Listed, Protected and Renew'd (30 days, 15 days, 7 days), Can handle the following (24 sheets, 18 sheets, 12 sheets). Includes members from various states like Ill., Ind., Mo., Wis., etc.

OFFICERS: P. F. SCHAEFER, President, Chicago, Ill.; P. G. STOUT, First Vice-President, St. Louis, Mo.; W. J. HORN, Second Vice-President, Springfield, Ill.; P. B. HABER, Third Vice-President, Fon du Lac, Wis.; CHAS. C. MAXWELL, Treasurer, Lincoln, Ill.; CLARENCE E. RONEY, Secretary, Waukegan, Ill.

UP TO DATE. ADVANCED IDEAS. WATCH US GROW.

POST NOBILIS

THE
O.J. Gude Co
OUT DOOR
ADVERTISING
New York.

1894 Our Customers spent less than 4% of their entire appropriations in Bill-Posting.

1895 It increased to over 12% more than \$200,000

1896 It will further increase if the Bill-Posters recognize that service and service only will bring permanent and profitable business and that organization is effective only as it conserves the interest of the advertiser as well as the Bill-Poster.

(DESIGN BY COURTESY OF JAMES PYLE & SONS—PEARLINE)

"I'll stick this up anyway
It's for the good of the
Cause."

BILLBOARD ADVERTISING

A
Magazine
for
Business Men
who
think.

JOHN RUDOLPH.

APRIL, 1896.

Classified Advertisements.

BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under this heading, 25c. for one insertion, 50c. for three insertions, 75c. for four insertions, \$1.00 for six insertions. Larger cards, 10c. per square line.

Winona, Minn., Henry Werner, City Bill Poster and Distributor.

Nansimo, British Col. Pop. 7,000. A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189.

Fort Wayne City Bill Posting Co. Theatrical and City Bill Posters. Distributing and Advertising Agents. Work promptly and properly executed. FRANK A. YANE, 151 D. C. B. Woodworth, Manager.

Joliet, Ill., DeLong & Biederman, Bill Posters and Distributors.

Albuquerque, N. M. Pop. 10,000. The Hudson Adv. & Bill Posting Co. own and control all bill boards. Also do distributing, tacking, fence painting, mailing. J. J. Kirby, City Bill Poster and Distributor.

Boone, Iowa, Population 9,000 J. J. Kirby, City Bill Poster and Distributor.

DENVER, COLO.

The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 105,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000.

Lima, Ohio. Pop. 20,000. W. C. Tirrell, City Bill Poster and Distributor. Work promptly done.

Manchester, N. H. Frank P. Colby, City Bill Poster, Distributor and Baggage Transfer. Address 30 Manchester St.

Memphis, Tenn. Van Buren & Co., Bill Posters and Distributors, 224 Second street.

Milford, Mass. Population, 10,000. W. E. Cheney, City Bill Poster, Distributor, 220 Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city. Baggage and scenery truck express.

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service.

Palatka, Fla. W. S. Nugent, Bill Poster and Distributor.

South Framingham, Mass. W. H. Trowbridge, Bill Poster. Five towns.

Waukegan, Ill. G. Runey & Son, Distributors. Bill Posters, etc. (Circuit 18 towns.) Pop. 35,000.

Tucson, Arizona, 2,000 ft. of boards WM. REID, Box 148.

Springfield, Ohio, H. H. Tyner Licensed City Bill Poster and Distributor.

St. Charles, Mo. Pop. 10,000. City Bill Posting Co., own and control all bill boards, also do Distributing, Tacking, etc.; circulars mailed, or list of names of residents of St. Charles City and County furnished. Best of reference. J. N. Mittleberger, Manager.

Sioux City, Iowa, pop. 40,000. Posters, Distributor and Tacklers. We do all kinds of advertising & guarantee work Sioux City Bill Posting and Advertising Co. [Licensed] Member A. B. P. A.

Victoria, British Col. Pop. 20,000. The Victoria Bill Posting Co. own a control all bill boards, paint signs and bulletins and does distributing. Address ROBERT JAMIESON, Manager, P. O. Drawer 28.

Woodland, Cal. Dietz and Glendenning, Bill Posters. 6no

Lu Verne, Minn. Pop. 3,000. Dana M. Baer, Bill Poster and Distributor, Box 490.

Laconia, N. H. Pop. 15,000. Colson Opera House, Driving Park and Show Grounds, J. F. Harriman, Manager. Owns all boards in the city and suburbs.

Delaware, O. G. D. McGuire, City Bill Poster and Distributor.

When you write, mention Billboard Advertising.

Classified Advertisements

BILL POSTERS' DIRECTORY.

Stavanger, Minn. Ole Holm, County & City Bill Poster & Distributor.

Waukon, Iowa. Pop. 3,000. Wm. S. Hart & Co. control all space, including Opera House and Fair Grounds. Good work anywhere in N. E. Iowa.

Effingham, Ill. H. I. Vance, City Bill Poster and General Distributor. Member N. D. A.

Meadville, Pa. Pop. 12,000. Geo. Knox, City Bill Poster, Distributor and General Advertiser.

E. W. STORRS, De Funiak Springs, Fla. Can cover all West Florida outside of Pensacola in any manner desired.

DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will receive honest, reliable service from any firm or person whose advertisement appears in the following list. No advertisements received from minors. References as to honesty and integrity must accompany all applications for space.

Jacksonville, Ill., 807 S. Main St., Wm. Burke, member of and recommended by U. S. Dist. Bureau.

Donat J. Lefebvre, Manchester, N. H., Box 483. Reliable Distributor of all kinds of Advertising Matter.

Boise, Idaho, Spaulding & Gordon, Reliable Distributors and Sign Tacklers. We pay rent for our locations and can guarantee.

Boston, Mass. 1500 Washington St. Wm. E. Prescott. Distributor of advertising matter. Advertisers write at once.

Cincinnati, O. Pop. 850,000. Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, Cincinnati.

Chicago, Ills. J. A. Clough, Contracts solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

W. E. Patton, Corinth, Miss. Bill Poster and Distributor. Reference furnished. Box 79.

Dowagiac, Mich. The Mich. Adv. Bureau Wm. J. Kryder, Pres. Washington, D. C.

Easton, Md. The Adv. Dist. Bureau, posts and distributes bills, signs and circulars, and all classes of advertising matter. John R. Thompson, Manager. Box 118.

Fredonia, N. Y. John H. Case, Distributor. Box 1097.

Grand Rapids, Mich. George M. Leonard, Reliable Distributor.

Marinette, Wis. Menominee, Mich. Pop. 15,312—Adjoining—Pop. 12,524. Wm. H. Earle, Marinette, Wis. Reliable Distributor. Your contracts solicited.

Newport, Ky. G. H. Otting & Son, Bill Posters and Distributors, 608 York street.

New Orleans, La. G. H. Young & Co., 418 Grandcote St. General Distributors. Unexcelled reference. Honest work.

Paterson, N. J., Population 98,000. Abram H. Post, Distributor, 48 Hamburg.

Paducah, Kentucky. H. JOSEPH BARTH, Bill Poster and Distributor. Member International Distributors Ass'n of N. A.

Portage, Wis. W. H. Bathgate Advertising and Distributing Agency. Bill posting, signs tacked.

Richmond Hill, L. I. Folson Opera House, Driving Park and Show Grounds, J. F. Harriman, Manager. Owns all boards in the city and suburbs.

Seranton, Laekawanna Co., Pa. John H. Belts & Sons, General Advertising Agents, Write to us, 654 Deacon street.

When you write, mention Billboard Advertising.

Classified Advertisements

DISTRIBUTORS' DIRECTORY.

Williamsport, Pa. S. M. Bond, Distributor.

Selkirk, Ohio. C. P. Roberts, Reliable Distributor.

Pittsburg, Pa. The "Twin Cities" Distributing Agency are the "Greater Pittsburg" Distributors. Pop. 600,000. Members National Distributors Association. Office, 6 Sixth St., Pittsburg Branch, Allegheny. J. T. Hudson, mgr. If

Des Moines, Iowa. Pop. 70,000. Geo. F. Robb, Distributor of Booklets, Circulars. Write for prices. Honest service at reasonable rates.

Dicksonburg, Pa. I. C. McLean, Distributing in Crawford county.

Greenpoint, L. I. Pop. 180,000. F. Loweree, 58 Clay, Reliable Distributor.

Mattapan, Mass. D. L. Cushing, Circular Distributor and Gen. Advertiser.

Butler, Ohio. M. M. Spohn, Circulars distributed and signs nailed up in Richmond and adjacent Co's. \$1.50 per m.

Menomonic, Wis. Flint & Thompson, Circular Distributors. References furnished. Rates sent on application.

EXPERT AD WRITERS.

Advertisements under this head \$1.50 per year, in nonpareil. In bold-face type, \$2.00 per year. Display advertisements not exceeding 7 lines, 25c. per line. All advertisements amounting to \$1.50 and over include a year's subscription free.

Bates, Charles Austin, 1413-1415 Vanderbilt Bldg. New York, N. Y.

Barless, C. J. Rose, N. Y. Curran, R. L., 111 West 14th st., New York, N. Y.

Day, Chas. H., Whitneyville, Conn. Fowler, Nath. C., Tribune Building, N. Y.

Marston, Geo. W., Portsmouth, N. H. Moses, Bert M., Box 283, Brooklyn, N. Y.

Newitt, J. C., Stinson Bldg., Los Angeles, Cal. Patterson, Will J., 125 1/2 W. 3d, Los Angeles, Cal.

Scarboro, J. A., 46 Abnickle Bldg., Brooklyn, N. Y. Star Ad. Writing Bureau, Evening Star Bldg., Washington, D. C.

Stewart, W. C., 414 Elm Ave., Philadelphia, Pa. Ward, Artemas, Lincoln Bldg., Union Sq., N. Y.

Wilder & Co., 621 Market st., San Francisco, Cal. Woolfolk, Chas. A., 446 W. Main street, Louisville, Ky.

Zingg, Chas. J., Farmington, Me.

STREET CAR ADVERTISING.

Advertisements under this heading \$1.50 per year, in nonpareil. In bold-face type, \$3.00 per year. Display 25 cents per line. Advertisements amounting to \$1.50 and over, include a year's subscription free.

Barron G. Collier, Times Bldg., N. Y. Cole Bldg. Memphis, Tenn.

George Kissam, 50 Bromfield St., Boston, and Postal Telegraph Bldg., New York City.

Broadway Advertising Co., Hugh J. Grant, pres. 261 Broadway, New York City.

Mark D. Batchelder Co., 38 1/2 Marietta Street, Atlanta, Ga. Also Savannah, Ga., Charleston S. C., Richmond, Va., Feoria, Ill., St. Joseph, Mo., Dubuque, Ia.

O. J. Mulford, Hammond Building, Detroit, Mich. Western Adv. Co., 316 Union Trust Building, St. Louis, Mo.

Sam. P. Ferree, 231 Broadway, New York City. Manhattan B. Advertising Co., 33 Murray St., New York City.

M. Wineburgh, Times Bldg., N. Y. M. Wineburgh, Fr. Boston, Mass. M. Wineburgh, Jr., 164 Bank St., Cleveland O. William Robertson, Dallas, Tex. The Acton-Burrows Co., Toronto, Ont.

Send 24 cts. in stamps to Henne-gan & Co., 117 East Eighth Street, Cincinnati, O., and receive in return a handsome leather bound Date Book. Best ever published.

When you write, mention Billboard Advertising.

POSTER PRINTERS.

Advertisements under this head \$1.50 per year, in nonpareil. In bold-face type, \$2.00 per year. Display advertisements not exceeding 7 lines, twenty-five cents per line. Advertisements amounting to \$1.50 and over include a year's subscription, free.

Calhoun Printing Co., Hartford, Conn. Calvert Litho Co., Detroit, Mich. Cameron Show Printing Co., 57 Ann, New York

Central City Show Printing Co., Jackson, Mich. Central Litho and Eng Co., 140 6th Ave, New York

Central Show Printing Co., 143 Monroe, Chicago Correspondent Show Printing Co., 143 Monroe, Chicago

Courier Printing Co., Brantford, Ontario Courier-Journal Job Rooms, Louisville, Ky. Courier Show Printing Co., Buffalo, N. Y.

Cox's Sons, John, Gay and Pratt, Baltimore The Donaldson Litho Co., Cin'ti, O. Eichner & Co., Baltimore

Empire Show Printing Co., 75-75 Plymouth Place, Chicago Forbes Litho Co., 181 Devonshire, Boston

Francis & Valentine, 517 Clay, San Francisco Free Press Show Print., Detroit.

Fox, Richard K., Franklin and Dover, New York Gribler Litho Co., Chicago.

Gillin Show Print., 132 West 14th, New York Goss Litho Co., 140 Monroe, Chicago

Great Western Printing Co., 511 Market, St. Louis Greve Litho Co., The Milwaukee Wis

Haber Show Print., Fort Smith, Ark. Hasselman Printing Co., Indianapolis, Ind

Hatch, C. R. & H. H., Nashville, Tenn. H. C. & Co., Cincinnati, Ohio.

Jackson, J. B., 48 Centre, New York Jordan Show Printing Co., 128 Franklin, Chicago

Journal Job Rooms, Columbus, O. Ledger Job Office, 607 Sanson, Philadelphia

Libbie Show Print., Boston, Mass. Lick Show Print., Fort Smith, Ark.

Lieber & Maass, 224 Centre, New York Maubert's Printing House, New Orleans, La.

Metropolitan Printing Co., 222 W. 26th, New York Miner Litho. Co. The H. C. 342 West 14th st. New York.

Morgan, W. J. & Co., St. Clair, Cleveland Morrison Show Print., Detroit, Mich.

National Printing & Engr. Co., Chicago Orrutt Litho Co., Chicago

Pioneer Printing Co., 214 Jefferson, Seattle, Wash Planet Show Print., Chatham, Ont., Canada.

Richardson & Fooks, 112 4th Ave., New York Riverside Printing Co., 216 3rd, Milwaukee, Wis

United States Printing Co., Cincinnati What Cheer Show Printing Co., Providence, R. I.

Winterburn Show Print., 166 Clark, Chicago

BOSTON, MASS. J. Donnelly & Sons, 6 Tamworth St. Boston Advertising Co., 8 Bromfield st.

BROOKLYN, N. Y. The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson aves.

THOS. A. SHIMMOR, 640 Halsey st. CINCINNATI, O. The John Chapman Sons Co., 19 Longworth st.

Ditt's Advertising Service, 312 Coleman st. Ed. Morton, 333 West Fifth st.

CHICAGO, ILLS. R. J. Gunning, Wabash ave., cor. VanBuren st. Burr & Company, 59 Dearborn st.

F. M. Lewis & Co., Temple Court. Thos. Cussack, Blue Island ave. and Throup st. CLEVELAND, O. Bryan & Co., High and Middle Sts.

DEVER, COLO. The Curran Bill Posting and Advertising Co. DETROIT, MICH. Walker & Co., 43 Rowland st.

Post Telegraph Bldg., New York City. KALAMAZOO, MICH.—J. R. McCarthy & Co. LEXINGTON, KY. I. H. Ramsey & Co., 137 East Main st.

LOUISVILLE, KY.—Heverlin Bros. NEWARK, N. J.—Newark Bill Posting Co. NEW YORK, N. Y. The O. J. Gude Co., 113-115 W. Broadway

C. S. Houghtaling, No. 3 Park Place L. E. LaTour, 1718 Broadway

SAM W. FLOKE, 87 Nassau st. WESTERN ADV. CO., 316 Union Trust Bldg., St. Louis, Mo.

Sam. P. Ferree, 231 Broadway, New York City Manhattan B. Advertising Co., 33 Murray st., New York City.

M. Wineburgh, Times Bldg., N. Y. M. Wineburgh, Fr. Boston, Mass.

M. Wineburgh, Jr., 164 Bank st., Cleveland O. William Robertson, Dallas, Tex.

The Acton-Burrows Co., Toronto, Ont.

Send 24 cts. in stamps to Henne-gan & Co., 117 East Eighth Street, Cincinnati, O., and receive in return a handsome leather bound Date Book. Best ever published.

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BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

VOL. V., No. 4. CINCINNATI, APRIL 1, 1896. PRICE 10 CENTS. PER YEAR, \$1.00.

The Premium List.

The premium list is absolutely necessary for the success of the fair or harvest home, yet it is rarely even half done. The fair managers generally recognizing that they must have a printed list of premiums, farm out the privilege to some local printing office, and then the advertisers are worked for all there is in it. A thousand or so are printed and promiscuously distributed through the advertisers, handed here and there, or mailed to the fifty or so who may ask for them. As a rule, the fair premium list is a country job, not but that some country offices can do a good job of printing, but they rarely do make up an effective premium list. The attractions and list of premiums are so jumbled together with the advertising that neither the fair nor the advertiser gets more than half of the benefit.

I was particularly impressed with the lack of force in premium lists when as advertising manager of the Ludlow Lagoon, I was called upon about the middle of August to advertise a tri-county harvest home to be held at that famous Cincinnati resort on September 13 and 14, 1895. The bill posting and newspaper advertising was quickly placed, and startled the farmers of Boone, Campbell and Kenton counties of Kentucky. The bills were striking and advantageously posted. One farmer said it was "advertised like a circus," and yet it would surprise some of our circus people if they knew the amount of paper used. It was not so much the amount of paper as it was the careful way in which it was posted. Not a sheet was wasted and every point was covered. The advertisements in the county papers were miniature billboards, and emphasized with local notices, that read like, and were, news items.

It was my first hand-to-hand experience with the premium list though, and securing the printed lists of a number of previous fairs and harvest homes, I readily recognized its value and wondered at its abuse. Not one of the lot was well-printed nor effectively arranged, and in response to inquiries, I was surprised to find that the issue rarely exceeded one thousand, and that no system was adopted in their distribution. In the three counties are situated the cities of Ludlow, Covington, Newport, Bellevue and Dayton. Only a small percentage of this population would be interested in the premium list, and the Lagoon, being open all Summer and already well-known to the residents, I published a brief four-page programme of the attractions and

the scope of the exhibitions, and made a house to house distribution of them. Of the premium lists, I issued ten thousand copies, and mailed one to every voter and property owner in the districts named. The postage alone amounted to nearly \$80.00. The balance were distributed among the advertisers, postmasters, general stores and in the markets. The

of many and the opposition of the older county associations, were obstacles which were only overcome by advertising. The same mediums were used, but these were used correctly and more effectively. The work did not end with simply ordering the printing and putting it out haphazard. The expense of pasting, distributing and mailing was nearly treble the printing

to the attractions for each day, and following each day's programme was the list for that particular day. There were other strictly fair pages for list of officers, rules and regulations, and special announcements. The success of any fair or harvest home is dependent on the spirit of competition it awakens. Every right-minded farmer, stock raiser and farmer's family are proud of their work, and to win the blue ribbon betokening superiority in any line, is an honor which they seek. Let the premium be of sufficient value to reimburse them for the labor and expense of making the exhibit. But do not end with that. Let every possible competitor know beyond a doubt what the premium is and all the conditions. To do that, a printed premium list should be sent to all. A systematic distribution can be made by using the polling lists, or better still the assessor's lists. I used both, copying names into a book alphabetically arranged, and catching the non-voter from the assessor's list. I have that list now for use next year, but will, of course check it over again next summer. In this way you reach every family with your premium list, and interest them all. The bills will be a constant reminder of the date and place, but the premium lists properly printed and distributed will bring you the greatest returns, though both are necessary and inseparable. JOHN I. WHIRLAN.



ARTHUR BABBITT.

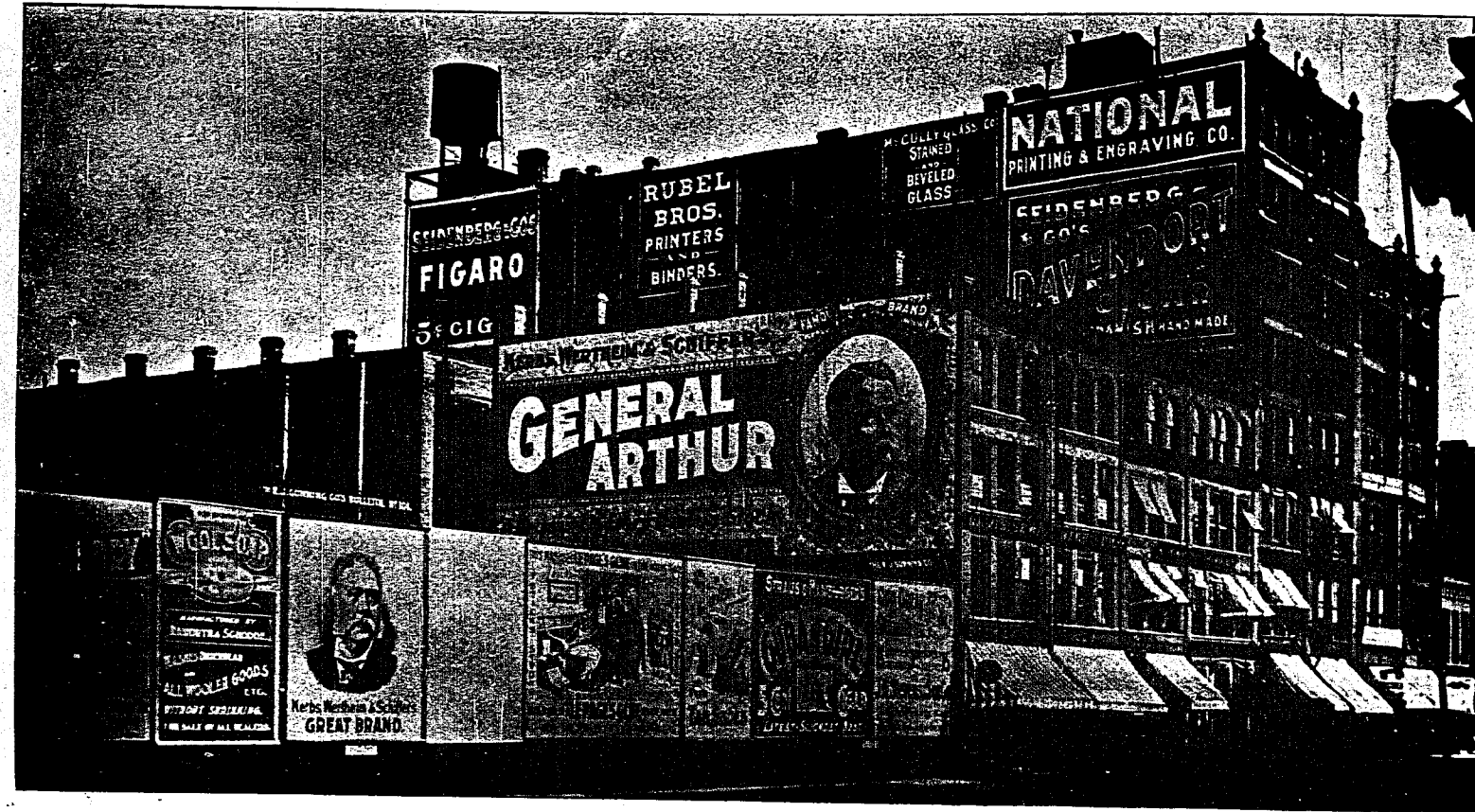
ARTHUR BABBITT. On this page we produce a fairly accurate portrait of this energetic, active and rising young gentleman. Though scarcely twenty-seven years old, he has held the position of assistant secretary of the Wisconsin State Agricultural Society, having been appointed thereto in 1894. He is a natural systematizer and a parliamentarian of great promise. Much interest centers on him just at this time, owing to the fact that upon his shoulders will, in all probability, fall the task of associating the American fairs.

He was born and brought up on his father's farm, at Beloit, Wis. His father, the Hon. Clinton Babbitt, who is still hale and hearty, was a celebrated breeder of trotting horses and short-horned cattle, and who, by the way, too, was a member of the Fifty-second Congress, and for ten years was secretary of the society of which his son is now assistant secretary.

Arthur Babbitt attended school irregularly, graduating from Beloit College Academy in 1890. He afterwards studied law at the Wisconsin State University, and was admitted to the bar in 1892. His career has been an active one. He has traveled extensively, written considerably and worked incessantly. During the time his father was postmaster at Beloit, during Cleveland's first term, Arthur was his right-hand man. He has also been in the employ of the Eclipse Clutch Co., of Beloit, and various other concerns. Possibly a better idea of his personality could be conveyed by merely stating that during his last year at college he took exclusive care of thirty head of cattle. He had to rise at 4 A. M., but he never missed the opening recitation of his class, at 7:45 A. M. He is a wonderfully genial and pleasant fellow withal, who not only makes friends easily, but keeps them. We will hear more, much more, of Arthur Babbitt, or the writer is badly mistaken.

result was that the attendance at the harvest home on those two days aggregated 35,000 cash admissions and the exhibition was the greatest ever made in Northern Kentucky. When it is considered the Association was only organized thirty-five days previous, and all the arrangements completed and advertising done in that five weeks, it is showing made beats all records. Of course there were cities to draw from, but the shortness of the time, the skepticism

bill, and every sheet and every premium list was placed with care. The advertising in the premium list paid for the printing of it and its distribution. Every advertiser was satisfied, and one merchant who insisted on having a number of copies to distribute among his patrons, returned them with the statement that his customers all had copies. The make-up of the premium list was simple but uniform. Every other page was advertising. One page was devoted



GUNNING'S BULLETINS.

GUNNING'S BULLETINS.

In this issue we present a couple of fairly good reproductions of some of the splendid bulletins and mural signs of the R. J. Gunning Co., of Chicago.

Illustration No. 1, with the bulletin board and large "Arthur" wall, is one of the most prominent in Chicago, being located at the corner of Wabash avenue and Congress street, directly opposite the Auditorium Hotel, and conspicuous to the view of a hundred thousand and more of Chicago's population, who daily pass and re-pass this corner in their journeying to and from their homes and places of business. This fairly well illustrates their regular bulletin board service in Chicago, which covers all the lines of surface car and elevated road travel, as well as the boulevards and drives, at park entrances, etc., in a way to command the attention of the accumulated mass of travelers over the lines, and past these other important and strategic points. All of the most valuable locations of this character in Chicago, positions whose location makes them desirable for outdoor display, both wall and bulletin, are absolutely controlled by the Gunning Co., being held under long-time leases. The large "General Arthur" display over this board is an example of their special wall service at prominent focal points, on which the highest grade of artistic workmanship is executed.

Illustration No. 2 illustrates the manner in which they make use of the advertising space around prominent downtown buildings in the course of tearing down, erection, etc. This particular board is around the new Fischer building, at northeast corner Dearborn and Van Buren streets, in the heart of the "sky scraper" district, it being across the street from the "Old Colony Building," the "Monad-

nock Block," and but one block south of the Great Northern Hotel and Government Building. Exorbitant rentals are paid for privileges of this character, and the length of show is seldom over three months, but as the policy of this concern has always been to give the advertiser the greatest "circulation" possible for his announcement, nothing is considered save that one point, even though it may mean a pecuniary loss to The Gunning Co., which is often the case.

St. Louis Notes.

The outlook for an extensive business in bill posting and out-door display advertising generally, in St. Louis and the Southwest, is extremely encouraging. The inquiries from business men, whom I have never been able to reach heretofore, is astonishing, convincing me that arguments of the past, that were at the time apparently lost, will be of some avail in the future.

I am not in a position to say just what has brought about this change—possibly there are many reasons—but would incidentally mention that street car advertising is diminishing in St. Louis, and I have no doubt but that the bill boards will be benefitted thereby. All new street cars for St. Louis, with a few exceptions, are having the seats placed crossways, hence the signs in the cars can not be read, while it places the passengers in a better position to view the boards.

Visitors from the West have commented upon the beauty of the art poster, prepared by the Huiest-Stout Sign Co., of St. Louis, for "Kabo Corsets." They have been seen on the bill boards in Kansas City, St. Joseph, Leavenworth, Topeka and Wichita, which, I believe, will be an

incentive to extend the advertising of similar industries.

The bicycle dealers of St. Louis are in no way slow in recognizing the efficiency of the boards, and the poster of the Hummer wheel, handled by the International Wheel Co., is considered about the prettiest poster ever placed in St. Louis, while the bulletins of the Davidson and Rambler are very fine, with many others to hear from in the near future, as the bright weather approaches.

The boycott failed to connect in St. Louis. The St. Louis Bill Posting Co., who are members of the A. B. P. A., are handling Sweet Moments, and giving the paper a great showing.

REMARKABLE RESULTS.

S. J. Taylor, secretary and general manager of the immense Dr. J. H. McLean Medicine Co., of St. Louis, Mo., in a recent interview with a representative of BILLBOARD ADVERTISING, detailed a remarkable experience in poster advertising. Said he: "I have an extremely high opinion of the efficacy of the boards. Last year we made an experimental appropriation, with which we billed two different sections of country widely separated. The first included everything within a radius of fifty miles of Indianapolis, Ind., and the second everything within a radius of fifty miles of Minneapolis. Although the cost was much below what it would have cost us to have covered these sections by using the newspapers, we found, upon careful investigation, that the sales of our remedy in Indiana were increased 900 per cent., and in Minnesota 1,000 per cent. over any results we had ever been able to obtain in these sections."

Was there ever a more glowing tribute paid to the potency of the poster?

HERE TO STAY.

BY C. E. SEVERN.

At intervals there are agitations of varying degrees of earnestness and persistency against the bill board and the sign board. As a rule the movement that has for its ultimate aim the abolition of the bill board is launched by persons whose aesthetic tastes are jarred and harried by the alleged harshness and homeliness of the bill boards. These individuals are, no doubt, sincere in their belief that the boards deface the avenue, the scenery, etc., but they are unfortunate in having such exquisite faculties. They will have to bear the annoyance caused by the signs and bills so long as the vast majority of people is dominated by the same feelings that sway them to day.

There are a few, comparatively speaking, who dislike the bills and the signs, because they give offense to the artistic sense which they say they possess, but the great mass of people, the common people, who rule the country and whose will is law, like the poster. They like to look at the bill poster at work, and to see the bills, the pictures; they watch for new advertisements to be painted on the sign boards, and they appreciate the "ads" that are familiar to them.

One of the pleasantest recollections that is cherished by the man whose boyhood was spent in the city, is that of the bill boards. He remembers how he used to stand before the pictures and the advertisements, and when a circus was billed he was in the seventh heaven of delight. With senses entranced, he would devour every detail of the graphic display of the circus.

Men are children of a larger growth; they do not outgrow the fascination which

the bill boards had for them as children, nor do they inquire whether the perspective, etc., is ruined by the paint, paste and poster. They feel that interest is added to any scene by the bills and the signs.

The bill board men can have the satisfaction of knowing that the great mass of people have no sympathy with any movement directed against the boards and the signs. The persons who are opposed to them should understand that popular opinion is at variance with their plans, and without the good will and sanction of the rank and file the "reformers" can do no harm to bill posting interests; and it is not likely that public sentiment will ever veer in their favor, for the bill board and the sign board have a hold upon the interests, if not upon the affections, of the great majority.

New York Notes.

About a year and a half ago a newspaper advertising agent thought he saw a fortune in wall advertising, and he proceeded to buy up a few of the walls of the New York Advertising Sign Co., and to offer them for sale. After keeping them for more than a year he succeeded in selling his leases to Mrs. Harriet Hubbard Ayer, or, rather, to the Recamier Manufacturing Co., who employed the R. J. Gunning Co. to paint them for Recamier Cream. It seems that Mr. Newspaper Agent, together with numerous others, failed to get his pay from Mrs. Ayer, and the walls are now being painted for Virgin Leaf Tobacco, by Guide.

The Hawes Hat Co., of New York, are supplying their agents throughout the country with a very attractive one-sheet poster. Sam W. Hoke is placing the poster in this city, and is also placing their newspaper advertising. In other cities the poster will be placed by the local agents.

The prize poster exhibit of the Columbia bicycle, now being held in New York, will make the rounds of the various cities, and will show about a week in each place. The exhibition is drawing great crowds everywhere, and should be of great advantage to bill posters generally, in educating the people up to the possibilities of art on the bill board. The bill poster and poster printer who fails to see this display will make the mistake of his life.

Sam W. Hoke states that he had some business refused the other day on the ground that the bill poster himself had been soliciting the advertiser, and would have got the business anyhow. Hoke will probably make no further effort to secure work for that town.

Barnum's Circus monopolizes the bill boards of the entire metropolitan district just now, and will continue to do so for the next thirty days or more.

"Warner's Corsets Fit" loom up on the bill boards in the towns all along the line of the Pennsylvania Railway between New York and Philadelphia, but they have not yet placed any of the paper in either of the cities.

There is one man in the A. B. P. A. whom the New York representative will not pull around by the nose next July, and that person is Geo. Castner, of Syracuse, president of the New York Association. Mr. Castner has some very pronounced ideas about certain actions, and is bent upon expressing himself freely in open convention. If the boss tries to strangle him—well, he'll find he is up against a tough proposition, that's all.

If you depend upon incessant repetition for effect, use the bill boards. They are tireless repeaters, often creating an indelible impression in a single day.

Philadelphia Doings.

The Ledger Job Print, of Philadelphia, has a very attractive eight-sheet stand on the bill boards of that city, extolling the merits of bill board advertising, and offering to make sketches free for the advertiser who would like to see how his "ad" would look on the boards. The bill poster may or may not receive pay for placing this paper on his stands. He could very well afford to do it gratis, I should think, and I would suggest that bill posters generally make the proposition to their show printing house to place any such paper free. If the printer gets a hundred out of the "ad," the poster gets probably two to five hundred.

The two Americans—the "American Bill Posting Co." and the "American Advertising Sign Co."—both of Philadelphia, seem to own the town completely. One occasionally sees another name on a painted barn, but not often. J. F. Johnson and W. S. Yerkes, of the Sign Company, are great pushers, and when Philadelphia can't keep them busy they jump onto a train and hit the New Yorkers for a change.

The Wellsbach Light Co. and the Ladies' Home Journal, both of Philadelphia, are considering the poster question. They are both great spenders of money for advertising in the newspapers, and, if they should decide to enter the display field, the lumber market would boom for a time.

Liggett & Meyers' Sweet Moments Cigarette has a great showing in Philadelphia, where the boycott failed to connect.

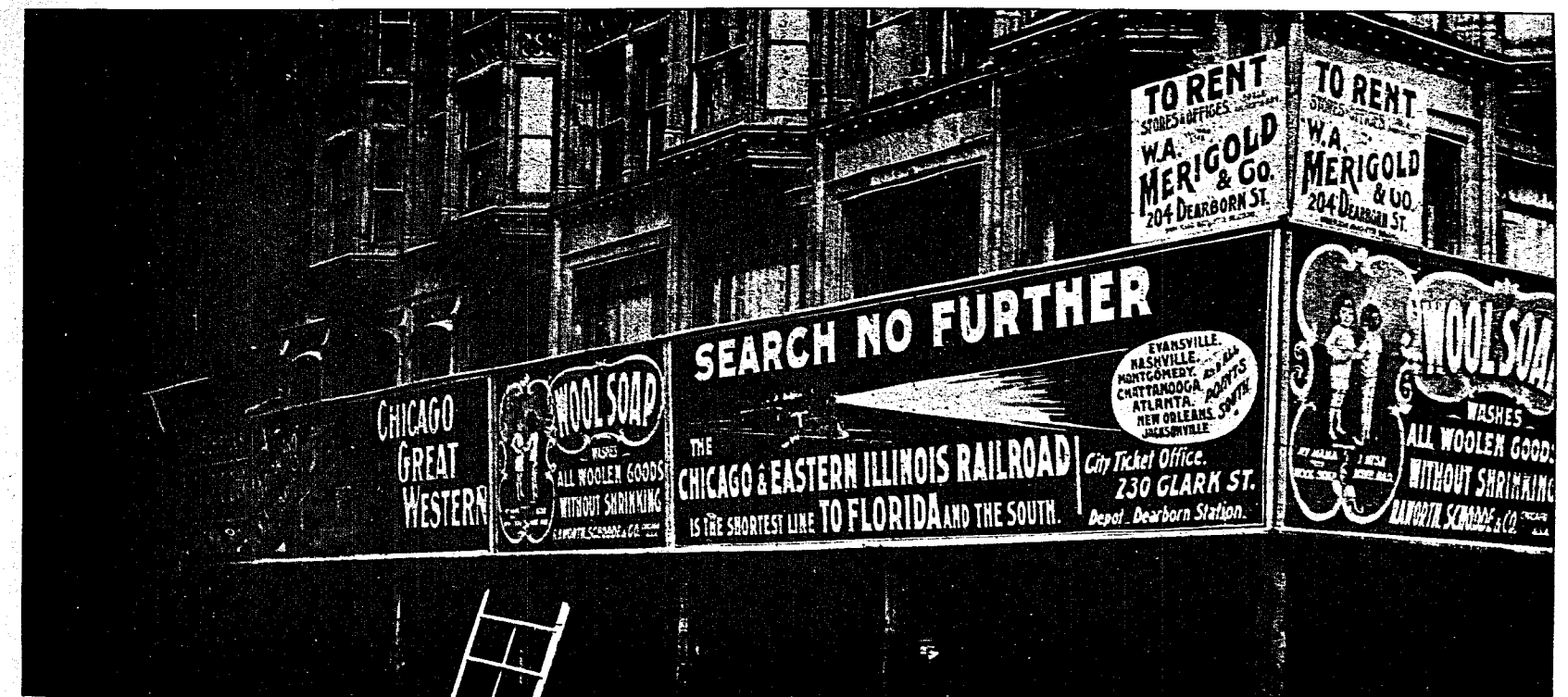
In selecting locations from your bill poster's stations, have an eye to the electric lights. Bill boards within the glare of an arc light are efficacious, day and night.

WASTED ADS.

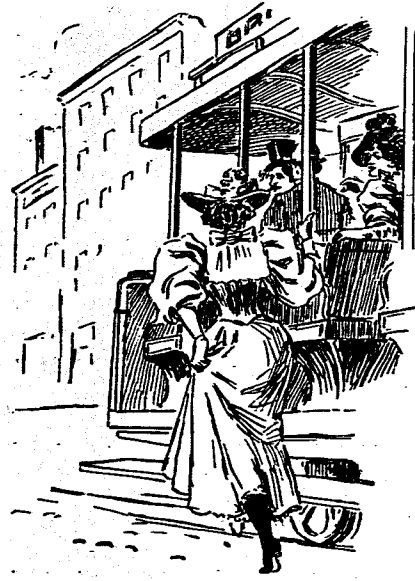
The article in the November number of BILLBOARD ADVERTISING concerning the negotiations pending between the leading circuses and the International Association of Distributors brought vividly to my mind's eye a case in point. Last September while driving from Omaha to a town some ten miles Northwest, we saw hundreds of advertisements of one of the most famous circuses strewn along the road, the entire distance. Many already were half buried in the mud by the horses and vehicles which had passed over them; very few were clean enough to read, had we or any other traveler along that much-traveled road been sufficiently curious to stop and pick one up—all the balance utterly wasted, except that they added to the distributor's profits.

When the International Distributors' Association becomes known and its principles of business understood, circus managers and all other advertisers will learn that in advertising as in other lines of work, "The best is the cheapest,"—the cheap distributor who puts out a part of his job lot of ads, and burns up, or in any way fraudulently disposes of ads entrusted to him for public distribution, will be forced to find other occupation where his talent for cheating can have full scope.

Possibly the most unique advertising medium ever invented is being exhibited by Mr. George H. Hollidge, vice-president and general salesman of the American Revolving Advertising Wagon Co. The device is really a traveling panorama. The handsomely built wagon is filled with a canvas 160 to 200 feet long by 7 ft. high. A gearing, attached by a sprocket to the wheel, serves to keep revolving the canvas on which the "ads" and pictures are painted. The remarkable display of swiftly moving color shown by the model is a criterion of the attention the full-sized wagon will attract on the streets. It is something the public will give consideration.



GUNNING'S BULLETINS.



An Attractive Out-door Display.

Exchanges

The advertising manager of a Texas paper expresses himself in the columns of his paper as follows:

"BILLBOARD ADVERTISING.

Among the collection of good things received by our ad-smith this week was *Billboard Advertising*, an attractively illustrated journal, devoted, as its name indicates, to bill posting. It has so many novel features about its advertising that one appreciates reviewing it quite often. There is not a feature about it which one can't enjoy if he has the slightest conception of the 'eternal fitness of things,' something original and out of the ordinary routine. Those interested can get a sample copy by addressing *Billboard Advertiser*, Cincinnati, O."

The personal letter which he writes is interesting, too.

The *St. Louis Dry Goods Reporter*, published weekly in the interests of the dry goods trade of the Mississippi Valley, maintains a department for the study of advertising. The issue of February 21 contains a very interesting article by Charles Austin Bates on the subject of newspaper advertising, which is forceful and direct.

The *Inland Printer's "Bradley"* Calendar, from the press of The Henry O. Shepard Co., Chicago, is a beautifully executed affair in green, red and black. The poster announcing the February number, which accompanied the calendar, is a veritable Bradley gem. Both are good examples of Will H. Bradley's work, which, although it is open to criticism from an art standpoint, no one can say that it is not striking. The *Inland Printer Co.*, Chicago, will send the calendar on receipt of 10 cents.

Another English publication is the *Stationery Trades Journal*, which is, as its name indicates, the organ of the stationery and auxiliary trades. The journal has a prosperous appearance and carries a creditable amount of advertising. It is a very good specimen of the printer's art, being well printed, and the technical articles are intelligently illustrated. It is replete with interesting suggestions to all branches of the printing and stationery business, and worthy a place on the desk of every one in these lines.

The frontispiece of *February Engraver and Printer* is a three-color reproduction of an oil painting owned by T. W. Goodwin, of Boston. The subject is a moonlight scene of Minot's Ledge Light. It is a very difficult subject to reproduce, and the perfection with which it is done is most creditable.

The *National Printer-Journalist* for February is largely devoted to the report of the N. E. A. Convention, held in Florida in January. It contains many portraits of journalists who are prominent in their profession.

A new candidate for favor among poster collectors is *Poster Lore*. To quote the title page, it is a journal of enthusiasm, devoted to the appreciation of the modern poster; arranged with a few pictures and embellishments cribbed from various sources by Frederick Thoreau Singleton, and presented by him in this pleasant wise every month at the Red Pale, No. 100 Ninth Street, West Kansas City, Missouri. It is printed in Jensen Old Style type, and is an attractive little book. We feel sure it will appeal to those minds who have made poster collecting a pastime or occupation.



Commanding Wall Ad.

Nath. C. Fowler, Jr., promises a great book in *Fowler's Publicity*. His pamphlet, with the red cover, is distinctly Fowleresque, and ought to be instrumental in booking many orders and much advertising for Doctor Fowler.

The collectors of posters are numerous, and the number is growing rapidly. So much interest has been shown that it is regarded as much more than a passing fad. The extraordinary interest manifested determined Mr. Will M. Clemens to publish *The Poster*. This dainty little magazine is now in its third month and has all the information needed by the poster collector in a form which is very attractive. The prosperity of Mr. Clemens' venture is manifest by the remarkable improvement which each number shows over its predecessor.

The illustrations are reproductions of all that is best in the poster world, and their artistic execution is to be greatly admired.

The subscription is \$1.00 per year, and may be sent direct to the publishers, P. O. Box 1716, New York.

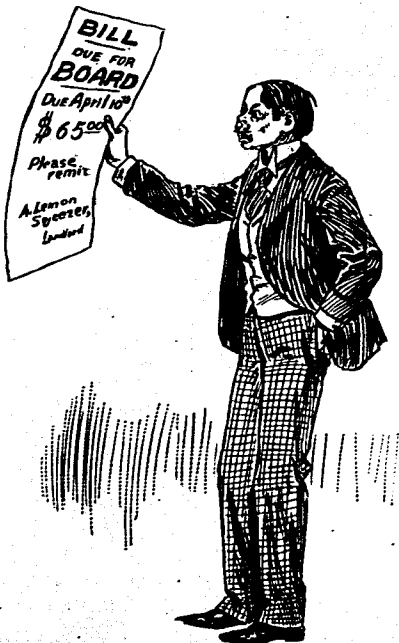
The *Fourth Estate* is aptly termed a newspaper for the makers of newspapers by its publisher, Mr. Ernest F. Birmingham. It is a handsome, twelve-page weekly, and ought to be on file in every newspaper office in the country. It does not exchange, however, so just send \$2.00 for a year's subscription. Send it to Ernest F. Birmingham, publisher of *The Fourth Estate*, corner of Broadway and Murray Streets, New York.

The *Art Student and Linner*, published at 132 W. 23d St., New York, is a valuable publication for artists and illustrators. The value of the practical suggestions contained in each number are alone worth a year's subscription. It only costs \$1.00 a year.

Bicycle News is the name of a new periodical published by W. D. Boyce & Co., Chicago. It is a departure in magazines as regards size, contents, illustrations and execution. It bids fair to be an advertising medium of merit, as the bicyclists are an extremely good purchasing class, and more than that, they are numerous.

A new comer to our exchange table this month is *Business*. We mean the English publication of which Arthur Reade is editor. It is a 16-page magazine, 9 1/2 inches by 7 inches. The issue before the writer is chiefly devoted to insurance topics and should be a welcome visitor at all insurance offices.

"Wedding Secrets" is the title on the very dainty little booklet, which the Pabst Brewing Company used to inform the public of the merits of The Best Tonic. Three millions of these booklets were used. The method of distribution was by mail. The reasons for using the government, in preference to local agencies, for distribution, are very plainly and forcibly set forth by Mr. A. Cressy Morrison, the advertising manager, in an article appearing in March *BILLBOARD ADVERTISING*.



A Bill Board Announcement.

Denver Notes.

Denver's bill boards are splendidly patronized at present, much new and beautiful commercial paper being in evidence. The merchants of Denver evidently have a lively appreciation of the benefits to be derived from bill board advertising. Several local clothiers, hatters, shoe dealers, dentists and a brewery make creditable displays, but Sweet Moments Cigarettes has, by far, the best showing. The town is literally covered with it.

The California Ad-Signs Co., of San Francisco, has sued Geo. H. Siebe for \$10,000 for breach of contract, by which Siebe assigned his interest in a bill posting business to the Pacific Coast Posting and Advertising Company on March 14, 1893. A condition of the contract was that Siebe should not again engage in the same line of business for five years. The plaintiff corporation, in August last, succeeded to the business and all rights of the Pacific Coast Posting and Advertising Company. Complaint is now made that on December 27 last, Siebe, in violation of his agreement, again entered upon the bill posting business, as partner of a man named Green.

Col. Burr Robbins, the principal stockholder of the American Advertising and Bill Posting Co., of Chicago, has been sued for \$100,000 damages, for malicious prosecution, by John B. Jeffrey, formerly president and general manager of the Jeffrey Show Printing Co., of Chicago. The amount is magnificent, but the action is not causing Col. Robbins any anxiety or loss of sleep. He is as serene and imperturbable as ever, and is still doing business at the old stand.

Jesse Mitchell, manager Curran's Bill Posting Co., at Pueblo, Col., has given Liggett & Myers' Sweet Moments a great showing.

Nath. C. Fowler, in the last issue of *BILLBOARD ADVERTISING*, mentioned the fact that no business man should be without all the advertising journals published. We herewith publish a list of journals, which are published solely in the interests of advertisers, or which maintain departments devoted to advertising.

The figures given in the left-hand column are the publisher's subscription rates; the figures in the right hand column are those which will secure the publication mentioned, in connection with *BILLBOARD ADVERTISING*, if paid in advance.

BILLBOARD ADVERTISING.	Pub-lisher's Price	With Bill-board Advertising
Monthly, Cincinnati	\$1 00
American Advertiser,		
Monthly, Chicago	2 00	\$2 50
Art in Advertising,		
Monthly, New York	1 00	1 25
Brains, Weekly, New York	4 00	4 50
Business Weekly, New York	2 00	1 25
Fame, Monthly, New York	1 00	1 25
Printers Ink, Weekly, New York	5 00	5 50
Profitable Advertising,		
Monthly, Boston	1 00	1 25
Push, Monthly, Springfield, O.	50	1 25
St. Louis Dry Goods Reporter,		
Weekly, St. Louis	2 00	2 50
The Bill Poster,		
Monthly, London, Eng.	50	1 25

The advantages offered by these rates are apparent, and are only obtainable when the amount requisite accompanies the subscription order.

LE-
LaTOUR
& CO.

DESIGNERS-
PAINTERS-
AND
CONTRACTORS-
OF

Advertising
Signs

1718-20
BROADWAY-
NEW YORK CITY-
NEW YORK

BULLETIN
BOARDS,
PROMINENTLY
LOCATED
ON PRINCIPAL
RAIL-ROADS,
FERRY SLIPS,
DRIVES,
CABLE TROLLEY
AND
T LINES,

A FEW OF THE
PEOPLE WHO
BELIEVE IN SPENDING
MONEY WITH US—

COLUMBIA,
OLYMPIC,
LYNDHURST,
MONARCH,
7777 BICYCLES,
AMERICAL CIGARETTES,
SEIDENBERG & CO.,
M. STACHELBERG & CO.,
STRAITON & STORM,
7777 CIGARETS,
A. B. C. OATMEAL,
BENEDICTINE,
S. F. & M.,
MAILLARD'S CHOCOLATE,
KUNKELETT'S COCOA,

Printing House Gossip.

Senefelder's discovery of the art of lithography in 1796 is to be celebrated by a great exhibition of lithographs in Paris next year.

Asa Cassidy, formerly vice-president of the Springer Litho Co., and lately superintendent of artists with the Courier Litho Co., is with the Donaldson Litho Co. Mr. Cassidy draws the highest salary ever paid to a lithographic artist since the days of Matt Morgan.

The Parker Westach Hall Mfg. Co., of New Haven, Conn., is the name of a concern organized for the manufacture of presses and material for printing from Aluminum plates. It is claimed that the use of aluminum is destined to revolutionize lithography.

Among the new schemes which are being pushed at present is the advertising but-

ton. This is the outcome of the immense popularity which the secret society button has attained. The result of this scheme is dubious, because the common run of men have an inherent dislike to carrying on the lapel of their coats some one's ad.

Advertising Wagons in Buffalo, N. Y., are to be restricted to certain streets. An ordinance has been introduced in the City Council prohibiting them from using Main street, Central street, Washington street, Bennesee street, William street, Delaware avenue, Eagle street, Clinton street, Franklin street, Chippewa street and Prospect avenue. If carried, it will result in the abolishment of the wagons, because without these streets it would be a useless expense.

Posters appeal to all the people all the time.

Posters bring quick returns.

Bill Posters' Chatter.

J. F. Otting, the junior member of the firm of Otting & Sons, the enterprising bill posters of Newport, Ky., is a splendid example of the new school of bill posters. He does not believe in sitting about his office waiting for work to come to him. During the month of February he sold 14,700 sheets of commercial paper to the merchants of Newport, Ky., on which he realized, in commissions alone, over \$100. The posting of this and his regular line of theatrical work probably netted him over \$1200.

It's Leonard next year, sure, and it's a good thing, for he is popular and level-headed.

The president of the A. B. P. A. had better stop trying to bulldoze members of that organization. What he needs, more than anyone else, is harmony and support, and he will never obtain it by using the lash.

Robert Grant, in *Scribners*, gives it as his opinion that the one influence which, more than another, wastes the spare time of the modern man, is the reading of newspapers; and, further, that the persistent reading of many newspapers, or the whole of almost any newspaper, is nearly as detrimental to the economy of time as the cigarette habit is to health. For these reasons the disuse of the newspaper is bound to come. Men can not spare the time to wade through so much "stuff" to get what they want. More and more they are turning to publications which contain only what interests them, and more and more are they learning to value the advertisement on the wall, which they do not have to read unless they want to, and which attracts the attention of only those who are interested in what it says.

A collection agency in Biddeford, Maine, is using posters, giving the names of the debtors and the amounts owed, and offering the bills for sale.

\$1.75

Is the Cash Value of this coupon. Cut it out and use it now. This offer is void after May 1st, 1896. To subscribe separately for *BILLBOARD ADVERTISING* and *Business* costs \$3.00. The publishers of *BILLBOARD ADVERTISING* offer those who use this coupon both publications, one year, for One Dollar and Twenty-five Cents.

Use this blank:

Billboard Advertising Co.,
127 E. 8th St., Cincinnati, O.
Gentlemen—Enclosed please find One Dollar and Twenty-five Cents (\$1.25) for which send *BILLBOARD ADVERTISING* and "*Business*" to my address for One Year.

Name, _____

Town, _____

County, _____ State, _____

No. _____ Street _____

P. O. Box _____

SEN. HILL'S LECTURING TOUR.

Some Inside History of the Disastrous Venture Raucly Told.

The true story of Senator David B. Hill's lecture, and the manner in which the senator caught cold in Duluth, has just been told by some Minneapolis men, who went to New York and imparted the tale to an interviewer. It will be remembered that one Fred Briggs brought Senator Hill to Milwaukee. He began by writing to the senator, who agreed to give the lectures for \$400 a night. Briggs went to Mike Breslauser, the town bill poster of Minneapolis, who has money, and he became the financial backer of the enterprise. Thus runs the story: "It was arranged that Senator Hill should open in Milwaukee, and lecture in Minneapolis, St. Paul, Duluth, Chicago, Cincinnati, Louisville, Cleveland and other places. Mike advertised the lectures freely, and began to count profits. Senator Hill opened in Milwaukee to \$260. Mike paid him \$400, and stood a loss of something more than \$350. Then the senator came to Minneapolis. There was only \$240 in the house, and Mike began to shrivel.

"Holy smoke," Mike said, "ain't there no good democratic blood in this town? There ain't enough patriotism to make a dog bark on the Fourth of July. I'm losing my roll because these guys don't love liberty." The senator lectured on 'Liberty.'

"The St. Paul lecture was a financial success, but Breslauser did not pay the lecturer immediately, and that made Senator Hill rather discontented. Briggs said, however, that Mike would surely pay in Duluth.

"The business in Duluth was worse than it was anywhere else, and the lecturer came pretty near going on a strike, because his salary wasn't paid. Mike kept out of the way until it was over. Then the senator's secretary managed to find him.

"You want \$800?" said Mike to the secretary. "Why don't you pull it into the house, then? Why don't you go out and get people in to hear the lecture?"

"Then Mike went to the senator. He made a proposition that they continue the lectures and divide the profits. Senator Hill agreed, provided Mike would pay him for the St. Paul lecture.

"Not on your life," said Mike. "I tell you what I'll do. If we win out on the circuit I'll pay you for St. Paul and Duluth."

"I can't agree to that," the senator is reported to have said. "There was a big house in St. Paul, and you made money there. I must ask you to keep your contract."

"I can't do it," says Mike. "Then what are we to do?" the senator asks. "There's only one thing for you to do," replied Mike, the bill poster, "and that is for you to go out and catch cold."

Senator Hill followed Mike's advice, and the news was sent out all over the country that the lecture tour had been abandoned, because the senator had caught such a severe cold that he couldn't speak. He returned to the East.

In this melancholy way did the tour end, in spite of the fact that it began with a reception in the rooms of the Milwaukee Press Club, Breslauser lost about \$1,600.—From the Milwaukee Wisconsin.

WHERE LINCOLN DIED.

A Strange Story Told by a Washington City Bill Poster.

"I once came within an ace of being hung," was the alarming statement made by Lloyd Moxley, the Washington City bill poster, to a Post reporter.

"Yes sir, I firmly believe that I came as near to being hung as any condemned criminal with the death watch set upon him. It was when Lincoln was shot by Booth. I had been in the theatrical business as manager, and, in this way, became acquainted with Booth. On that eventful evening I was standing just outside of the president's box, on the right-hand side of the door when Booth came by. He stopped, and I had no suspicion of the dreadful deed that he was about to commit. He stayed there with me, talking and chatting in a low tone, for about

twenty minutes, and, in that time, about a half a dozen persons who knew both of us came by and saw us. I knew every one who came by so well that they scarcely looked at me, and in that way my safety, for had I been recognized by any one I would have been arrested as one of the conspirators.

"Another strange thing that happened that evening of the crime is one of those coincidences which happen so often when we least expect them. The Peterson House, on Tenth street, where Mr. Lincoln died, was a boarding house for actors at the time of the tragedy, and I have it on reliable authority that Booth had a room in the house during his stay in the city. About 3 o'clock in the afternoon he came in and went direct to his room and tried to sleep on the bed.

"Now, here is the strange part. The very room that he had was the one that Mr. Lincoln was carried to after the shot, and the very bed on which Booth tried to sleep before the commission of his crime was the bed upon which his victim died. So far as I know this has never been made public, but that it is true I have not the slightest doubt."—Washington Post.

Marietta, Ohio, January 14, 1896. BILLBOARD ADVERTISING CO., Cincinnati, Ohio.

Sirs—I enclose a letter from The Metal Polish Co. I wish your advice in the matter. During your experience in dealing with firms who advertise, is it business-like for them to request distributors to purchase a quantity of their goods and dispose of them, in order to secure contract for distributing?

Your publication is first-class in every respect. You will receive subscription price soon, also order for "ad" in February or March number, and expect to continue it right along. Please return Polish Co's letter.

Very truly yours, C. M. KELL.

Elmira, New York, January 8, 1896. Dear Sir—We shall advertise our Pink Label Metal Polish extensively in your locality, by having matter distributed from house to house, and write to know if you are still a circular distributor.

Having matter distributed, especially when we printed testimonials, has always paid us better than newspaper advertising, and, in order to secure a few testimonials from your locality, we would like to have you dispose of a dozen boxes of the polish to your friends and neighbors. On receipt of \$1.75 we will forward you, by express, charges prepaid, one dozen boxes of the polish. Call on your friends and neighbors and sell it for twenty-five cents a box, which will leave you \$1.25 for your time. Then send us the names and addresses of those people, and we will secure a testimonial from each one, which we will have printed on the matter that is to be distributed in your locality.

There is a blank space on all our advertising matter for testimonials, which makes it necessary that we secure them before it is distributed. We have hundreds of testimonials, but local testimonials from actual purchasers are, by far, the best. We shall get out some tin signs in the spring, size 8 x 12 inches. What will you charge per thousand for tacking them up in conspicuous places? When you order, give name of your Express Company, and state how many counties you can cover. Kindly reply at your earliest convenience, and oblige, Very truly yours, THE METAL POLISH CO.

Editor BILLBOARD ADVERTISING: Dear Sir—Allow me to compliment you upon the progress of your journal. There is more news and matter of interest on one page of BILLBOARD ADVERTISING than may be found in the entire B-I P.

Respectfully yours, JAS. HOWARTH.

D. L. Goodwin, of the staff of The Phillips (Maine) Phonograph, sends some advertising of his own. Mr. Goodwin writes in a readable strain, and his advertising should bring him business.

Printer's Ink Jonson is circularizing. A very attractive pamphlet of fifty six pages, and enameled paper cover, is the circular, and it is a good one. Testimonials of pleased customers, and terse, well expressed claims as to the excellence of Jonson's inks, together with a price list, is a comprehensive summary of its contents. It will be preserved by the printers who receive it, and, undoubtedly, will bring business.

Hamilton Manufacturing Co., Two Rivers, Wis., sends us a neat little brochure, which tells about "Something New in Cases." It is printed in colors and illustrated, and, if the writer were a practical printer, he surely would be consumed with a desire to know more about the cases.

"Lilienmilch," which is described as the queen of toilet articles, is using a four-page folder. The folder is well written and attractively printed. We think that the ladies will read it, and that The New Jersey Manufacturing Co. will get good results.

"A Good Thing, Push It Along," is on an envelope, which ought to contain a baby carriage ad, but it does not. The contents are devoted to Chappell's Bronchini, worm powders and headache cure. It would be more convincing if the money spent on all the contents of the envelope had been confined to only one.

The Libbie Show Print, Boston, Mass., are sending out a cardboard folder, on one side of which is a reproduction of The Cadet Guards poster, which The Libbie Co. printed recently. The design is by C. H. Hallowell, of Boston. Half of the folder is devoted to the Hub Engraving Co., of Boston. This feature detracts somewhat from the benefit which either company alone would have received.

Where is the Secretary? THE Babbitt Entry and Record System Solving the Entry Problem. (Designed 1896.) THE Babbitt Ticket Account Book. Solving the Ticket Problem. (Designed 1896.) Adopted and recommended for use at all Wisconsin Fairs, by the Agricultural Fair Association, of Wisconsin, Feb. 12th, 1896, at Milwaukee. Send for Sample Leaves. "Tell 'em that you saw me." Ass't Sec'y Wis. State Fair. MADISON, WIS.

MAKE SIGN PAINTING and BILL POSTING CONTRACTS TO COVER THE ENTIRE PACIFIC COAST. Reference as to Sign Painting: Bloch Bros., Wheeling, W. Va.; Centaur Co., (Castoria) N.Y.; Pond's Extract Co., N.Y.; B. Brandt's Sons, N.Y.; Kerbs, Wertheim & Schiffer, N.Y.; Bovril, Limited, N.Y. Price Baking Powder Co., Chicago; J. Dixon Crucible Co., Jersey City; Helvetia Cond. Co., Highland, Ill.; W. H. Comstock Co., Horriston, N.Y.; Cudahy Packing Co., Omaha. — THERE ARE OTHERS — THEY say: "It will be all right if 'PLATO' does it." ARTHUR M. PLATO, 206 Sansome St., San Francisco, Cal. P. S.—Authorized Contractor of the Pacific Coast Bill Posters' Association.

BILL POSTING.

How This Class of Work is Carried On in New York City.

How often one looks out from one's front windows in the morning at a great blank bill board, ugly in the extreme. And then at night, when returning from shopping or business, one looks again. Lo! a transformation. The bill board is gay with haunting posters. Perhaps a beautiful woman in scanty attire greets one's sight; perhaps a huge lion shaking the bars of his cage; perhaps a pretty child smiles winsomely down; perhaps one of those Aubrey Beardsley nondescript rampant startles and amuses one. Reds, yellows, violets and greens, a phantasmagoria of color and shape, a carnival of shapely forms in pink or black tights, a melange of weird and bizarre effects have taken the place of unadorned plain, everyday, commonplace woad.

How has it all come about? The business of bill posting has come to be most important. In New York it is a greater art and a more successful occupation than in any other city in the country. It is practically controlled by three firms, A. Van Beuren & Co., Reagan & Clark and Harry Munson, the latter commanding fully one-half of the trade.

Munson, who has been in the business nineteen years, was the first contractor to furnish advertisers with a list showing where their paper was placed. Before that if advertisers presumed to ask the contractor in what parts of the town he had placed their posters, they were curiously told to go out and hunt them up. But Munson adopted a more just plan, and the result has shown in the building up of his enormous trade. His headquarters are on Duane street, and here one may learn all sorts of interesting details about a business closely allied to the commercial and amusement interests of the town? "How do you post New York?" I asked. "To properly post New York," replied my informant, "from the Battery to the city limits, requires 10,000 sheets, which cost the advertiser \$30. at 3 1/2 cents a sheet to the commercial trade and 4 cents to the theatrical customers. About \$75 a week is the average theatrical expenditure for billing. If the contractor gets \$100 a week from this class of custom, he thinks himself very fortunate. It is the commercial trade on which he relies."

"How is a poster made up?" "A poster is made up of sheets 28x42 inches. An eight-sheet bill occupies a space on the board 9/16x7 feet full. All bill boards are about the same height. Such a display costs the advertiser \$28 per 100, or 28 cents a week each."

"For how long do firms usually contract?" "As a rule, firms contract for a run of the boards for two months, though many of the largest advertisers contract for a much longer period. The Franco-American Foods Company, one of the largest commercial advertisers, runs a contract for seven months. Barnum and Buffalo Bill are the largest theatrical advertisers. Their posting in New York, Brooklyn and Jersey City costing \$10,000 a season. The tobacco trade is eagerly sought by contractors, it being excellent custom. The liquor trade is not so good, possibly because it is not so necessary to advertise an article which men think they must have."

"How do you get the contracts?" "Contractors have capable canvassers, who visit leading firms, to get their ideas about posters. Suppose the advertiser has an idea, a design, in his head. It is first drawn on heavy paper, in black and white, or in colors, as the customer may choose. Then, contractor and advertiser consult and criticize. Finally, when decided upon, it goes to the printer, who engraves it on wood or stone, as demanded, and it is reproduced exactly as the artist drew or painted it. Often seven or eight different colors are used, and there is a method whereby one color is laid over another—red on white or red on purple. Thus, by running red ink over other colors several different shades may be obtained."

"And then?" "Fresh from the printer's hands the poster is folded in such a way that a workman who can not read can put it up just as well as one who can. All the work is done from the outside in. Next it is marked by the foreman of the men, who is furnished with a list of the boards on which it is to be displayed. The advertiser furnishes the paper only. All the other expenses are borne by the contractor."

Munson has eight large wagons, furnished with ladders, paste cans and brushes. These start out at 8 o'clock every morning, each wagon carrying two men. Then there are twelve men who do the foot routes. The wages of these workmen are \$200 a day, hours from 8 to 6.

Then rentals for posting space in New York are very large. They will run from \$9 to \$100,000. Some are paid monthly, some quarterly and some yearly, the lower rentals being paid monthly. For 8 1/2 feet at Broadway and Thirty-sixth street, which is a most desirable location, contractors pay \$195 quarterly. Forty-second and Broadway, also very desirable, brings \$900 a year. Broadway and Bleeker is another location coveted by the contractors, and which commands a big price. In fact, Broadway all along commands special rates, running from \$2 to \$12 a stand, 28 sheets, 7 long by 4 high. The upper part of town, about Central Park, is not nearly so expensive.

A successful poster must be novel, bold, striking, audacious, perhaps anything which will stand out in frank relief and command the attention of the passerby. The reason of the apparent success of The Yellow Book type of posters lies simply in their novelty. A prominent contractor says it is merely a fact like the new woman, and, like her, will soon vanish into thin air.

EDITH SESSIONS TUPPER, In the Saratogian.

SECRETARIES ARE EARNESTLY REQUESTED TO send in their dates and official rosters at the earliest possible moment. We are going to make a big effort to have the lists complete in our May issue.

Baltimore's big show for 1897 has not been very much in evidence of late. It would not surprise the knowing ones if the scheme fell through entirely.

Contributions in the way of news are solicited for this department. Those fairs, which also embrace poultry shows and bench shows, should advertise the fact in BILLBOARD ADVERTISING.

BILLBOARD ADVERTISING has a larger circulation among privilege men than any other publication.

Fair News.

BLACK HILLS FAIR—The Black Hills Exposition Company, of Sturgis City, S. D., has just put into the hands of the printer the premium list of their fair, to be held there September 23, 24 and 25, when \$1,000 in premiums will be offered. The feature of the fair will be a woman's building.

Omaha is to have a grand exposition in 1898. Preparations have already commenced, and the indications are that it will be a big show, in all that the term implies.

By far the largest and most important of all the expositions for the year 1896, will be that of Nashville, Tenn., in commemoration of the centennial of that thriving city.

Secretaries are earnestly requested to send in their dates and official rosters at the earliest possible moment. We are going to make a big effort to have the lists complete in our May issue.

FOR OMAHA'S EXPOSITION.

Letters Sent to Five Hundred Mayors of Cities Asking for Indorsement.

Acting under instructions of the city council, Mayor Broatch, of Omaha, Neb., is sending letters to 500 mayors of cities in the Mississippi Valley, asking them to present the letter to the councils of their respective municipalities, urging the adoption of resolutions favoring the exposition that is to be held in Omaha during the summer and fall of 1898. The resolutions, after being adopted, will be sent to Secretary Wakefield, and by him sent to the senators and representatives in congress.

J. H. DAY & CO. COURT BROADWAY and EGLESTON AVENUE, CINCINNATI, O. 35 MURRAY STREET, NEW-YORK. You Must Know That primitive methods are out of date in this era of machinery. This applies to the manufacture of paste for bill posters as well as to the most extensive industry whose machinery investments represent millions. You can't afford to mix paste by hand. Economy dictates the use of our machines for the purpose. Our Machines Save Time, trouble and material. You need them in your business. We have sizes for small plants and sizes for large plants. Some are operated by hand, some by power. No bill posting establishment is complete without our machines. Prices are reasonable. Write for full particulars. Be sure to mention this paper when you write.

LIST OF FAIRS. 1896.

Copyright 1896

CONNECTICUT.

Meriden. State Agricultural Fair. Rockville. Holland Co Fair, Sept 15-17

ILLINOIS.

Alledo. Sept 22-25 W H Graham, secy. Avon. Sept 15-18 Julian Churchill, secy

INDIANA.

Bainbridge. Putnam County Fair, July 27-31. A R Allison, secy. Bloomington. Aug 10-14

IOWA.

Bloomfield. Davis Co Agricultural Society Fair, Sept 15-18 J C Brouhard, secy

KANSAS.

Burlington. Coffey Co Agricultural Association, Sept 14-18

MAINE.

Bridgeton. Farmers and Mechanics' Fair

MARYLAND.

Easton. Talbot Co. Fair Association, Great Eastern Shore Fair, Sept 15-18

MASSACHUSETTS.

Amesbury. Amesbury and Salisbury Agricultural Society Fair, Sept 22-24 C W Woods, Pres't

MICHIGAN.

Coopersville. Sept 22-25 J B Watson, pres't; E M Parker, treas; C De Vos, secy

MISSOURI.

Belton. Belton Agricultural Association Aug 18-22

NEBRASKA.

Auburn. Sept 22-25 Beatrice. Gage Co Society of Agriculture Fair, Sept 15-18

NEW YORK.

Albion. Orleans Co Fair, Sept 17-19. E A Rowley, Pres't; L H Beach, Sec'y; A W Barnett, Treas

OHIO.

Boston. Clermont Co Agricultural Association, Sept 8-11 E D Prather, pres't, Felicity, O; John Rowan, secy, Blouville, O

PENNSYLVANIA.

Allentown. Lehigh County Agricultural Society Fair, Sept 21-25 W K Mohr, secy

CAMBRIDGE. Central Crawford Co. Agricultural Society Fair, Sept. 23-25.

Hartington. Sept. 8-10. S J Young, secy. Kutztown. Keystone Co Agl & Hor Soc Fair, Oct 6-9

TENNESSEE.

Columbia. Columbia Fair Association Fair, Oct 6-9 W P Waldrige, Pres't; J J Fleming, Treas; B S Thomes' Sec'y, Hurricane Switch, Tenn

TEXAS.

Beton. Bell Co Fair Association Fair, July 21-25 Ben D Lee, pres't; L K Tarver, secy

VERMONT.

Barre. Washington and Orange Counties Fair (open to the world), at Granite City Trotting Park, August 18-21; Dunlop Smith, pres't; Herbert A Rugg, sec'y

VIRGINIA.

Rutland. Rutland Co. Agricultural Society Fair, Sept. 8-11. G T Channey, pres't; F A Field, sec'y.

WEST VIRGINIA.

Wheeling. Exposition and State Fair, Sept 7-17, Geo Hook, Sec'y

WISCONSIN.

Ashland. Ashland Co Agricultural Society Fair, Sept 9-11; J T McEachan, Pres't; John A Watson, Treas; R F Spencer, Sec'y

CANADA.

London. Ont. Western Fair of 1896, Sept 10-19 Thos A Browne, secy

RACES.

Battle Creek, Mich. Running, Trotting, Pacing and Bicycle Races, May 29-30 Rod J McDonald mgr

Conventions, etc.

Jackson, Mich. Meeting of Royal Arcanum, April 20-21

TENNESSEE.

Columbia. Columbia Fair Association Fair, Oct 6-9 W P Waldrige, Pres't; J J Fleming, Treas; B S Thomes' Sec'y, Hurricane Switch, Tenn

VERMONT.

Barre. Washington and Orange Counties Fair (open to the world), at Granite City Trotting Park, August 18-21; Dunlop Smith, pres't; Herbert A Rugg, sec'y

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Expositions.

Milwaukee. Wis. Sept 12-Oct 17 John E Hansen, secretary and general manager

Foreign Expositions.

Paris, France. 1896. April 15 to Dec 31. General Reces, 26 Avenue de La Bourdonnais, Champ de Mars, Paris. M. Alfred Picard, Commissaire General. M. Henri Jardon, Secretaire General.

BOISE CITY, IDAHO, POPULATION, 8,000.

The HUSTLER ADVERTISING CO. PRINTERS, POSTERS, MAILERS, AND DISTRIBUTORS. 24 North Miner Street, FT. WAYNE, IND. W. H. CASE, Manager. Prompt Service by Reliable Men.

WESTERN BUSINESS is what I most particularly desire. I'm western--so are my best ads. Good ads--western ads--for western men, I write best. \$1 buys 2. Dissatisfaction brings the \$1 right back. A M CHURCH, Basset, Neb. Samples, circulars, etc., distributed. Honest work and best references. Terms very reasonable. Write and see. W. L. ROBERTSON, Box 297, Roanoke, Va.

B. T. ROBINSON, City Bill Poster, CLIFTON FORGE, VA. Correspondence Solicited.

No Office Complete Without It. Business A Practical Journal of the Office

It saves money by discovering the best way of doing things in the office. It treats particularly upon ACCOUNTING, OFFICE ROUTINE, BUSINESS MANAGEMENT AND ADVERTISING, MANUFACTURE, TRANSPORTATION, COMMERCE and ECONOMICS.

The stated departments of the paper include OFFICE MAIL BAG, being letters from practical men on office and business topics; OFFICE RECORD, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting studies in successful publicity; INSTITUTES AND ASSOCIATIONS, recording the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers.

Monthly, 40 pages, illustrated, including supplement, \$2 a year. Sample copies (mentioning this advertisement) free. KITTREDGE COMPANY, Publishers 13 Astor Place, NEW YORK.

SPAULDING & GORDON, LICENSED City Bill Posters and Distributors. Members of Interstate Bill Posters' Protective Association, and International Association of Distributors of North America, and Pacific Bill Posters' Association.

PUSH ARE YOU IN IT? That's what make business a success--the more push, the greater the success--IF the push is in the right direction. PUSH is a little journal "published for progressive people." It helps business men push in the right direction. It has enthusiasms, but it doesn't go off half-cocked. Let us send you a free sample copy. PUSH PUBLISHING CO., Springfield, O.

STEINBRENNER'S CINCINNATI DISTRIBUTING SERVICE. A thorough, efficient and economical means of reaching the buyers of Cincinnati, Ohio. We are in a position not only to guarantee honest service but also a reasonable proportion of direct results. Address: W. H. STEINBRENNER, 811 Vine Street, CINCINNATI, O.

MAKE YOUR OWN CUTS. Almost every day you see good cuts appearing in the papers, trade journals, magazines, catalogues, etc., which would make splendid advertising cuts for your business. We have a process by which every reader of BILLBOARD ADVERTISING can make his own cuts, whether he be an artist or not. No experience or skill required. You can reproduce, very quickly, any of the pictures you find printed in any kind of a paper, or you can take it from a photograph, and the cost will be less than five cents per cut. No camera or other outfit needed. Special offer to readers of BILLBOARD ADVERTISING. Send stamp for particulars. Dept. 4, The Zinc Process Co., Goshen, Ind. apl-3t

LICENSED BILL POSTING, TACKING, DISTRIBUTING. J. S. CRAIG, 319 LEXINGTON AVENUE, HASTINGS, NEB.

J. T. ELMORE & CO. BILL POSTERS, 76 MADISON ST. CHICAGO. By appointment Solicitor Interstate Bill Posters' Protective Association, bonded.

We have more billing space than all other towns in Idaho put together. The city is booming. Send on your paper. References furnished.

It Costs Nothing!

You get a facsimile of your signature engraved and a plate for printing with a yearly subscription for BILLBOARD ADVERTISING. \$1.00 pays for both, and either alone would cost \$1.00.

Write name in black ink, and enclose the amount. BILLBOARD ADVERTISING, Cincinnati, O.

BURNITT Designer of Descriptive Posters, Theatrical, Commercial or otherwise, Block Streamers and Stock Letters. Office, Donaldson Litho. Building, CINCINNATI, O.

A. E. BENTLEY, Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application. A. E. Bentley, GUTHRIE, OKLA.

R-I-P-A-N-S The modern standard Family Medicine: Cures the common every-day ills of humanity. ONE GIVES RELIEF.

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents. Work promptly and properly executed. C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

THE STAR COIL SPRING SHAFT SUPPORT AND ANTI-RATTLER. SELLS AT RIGHT. THE DECATUR SHAFT SUPPORT CO. Decatur, Ill.

One bill poster has refused work from me on the ground that he was himself soliciting the business and could have got it without any assistance from me. Bless his dear heart, he does not realize that it some times takes a dozen or a hundred different arguments, from as many different people, to finally bring some advertisers around. And it sometimes happens that this bill poster is the last man, and that he profits by the labors of the ninety-nine that came before. If there is another bill poster in America that is in the habit of refusing business on the above ground, I would be glad to know his name. My trade mark is the Dollar Mark, and it is dollars that I am trying to get for those bill posters of America who want them. And if any of them can get an order for some of my 18-carat wall signs from some of my old customers, I will be tickled to death to cough up full commissions. That's right. Sam W. Hoke AD AGENT. (Long Distance Telephone Connection.) 87 Nassau st., NEW YORK.

Sometimes you are in a hurry. You have no time to write for prices. On such occasions it is a great comfort to know that you can send the order to a printing house like HENNEGAN & CO., who will not take advantage of the circumstances by overcharging you.

Estimates cheerfully submitted and correspondence solicited by HENNEGAN & CO., Cincinnati.

POSTERS OF ALL KINDS. ALL KINDS OF PRINTING.

127 E. Eighth St. HENNEGAN & CO. CINCINNATI, OHIO.

When you need Letter Heads or Envelopes, send your order to HENNEGAN & CO., Cincinnati.

When you need printing of any nature or description, send your order to HENNEGAN & CO., CINCINNATI, OHIO.

PUT YOUR PORTRAIT ON YOUR LETTER HEADS.

And if you have some particularly good locations, have pictures of them on too—put these latter on the back. If you will send us the photographs, we will write and let you know exactly what it will cost you. You will find, too, that it does not cost much.

THE HELLEBERG PHOTO GRAVING CO.

DESIGNERS WOOD ENGRAVERS.

PROCESS ENGRAVING ON COPPER AND ZINC.

CINCINNATI, O. 717 SYCAMORE ST. MISSOURI BUILDING. Telephone 1316

Distributors' Chat.

RECIPE FOR MAKING A CIRCULAR.—Start off with a catchy heading; then add a few words of introduction. Now stir in your prices, and stir them in well. Add your name and place of business at the bottom. Don't set away to cool, but send the production to the printer in a red-hot haste, and when it has been mixed well with type artistically displayed, and finished with an attractive ink sauce, it is ready to be served by careful carriers.—*W. Chandler Stewart.*

THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.—Mr. W. H. Steinbrenner, the authorized contracting agent of the above association, informs us that at no previous time in its history was the I. A. of D. so prosperous as now. Mr. Steinbrenner is a very busy man and has no time for idle talk, consequently this statement should put a quietus on the efforts of some outsiders who are jealous of the success of the I. A. of D. to injure it by circulating false reports.

Mr. A. B. Beal, of Sioux City, Iowa, has filed with the editor of this paper, a number of affidavits which affirm that the employes of the American District Telegraph Co., of Sioux City, wantonly destroyed large quantities of the advertising matter for the Shaker Remedies and the Chattanooga Medicine Co., which was entrusted to them for distribution.

Sterling Remedy Co. are advertising No-To-Bac and Cascants with booklets and samples all in one envelope.

The Mayor of Council Bluffs, Iowa, is making an attempt to prohibit non-residents from posting or distributing bills in that city. He will run against a snag if he doesn't look out, and will do well to remember that he does not yet own the earth and its approaches.

The methods of the advertisers whose ads are appearing as given below, in some parts of the country, has been brought into question by several readers of BILLBOARD ADVERTISING. The ads are as follows:

CASH paid to distribute circulars; salary and expenses to travel, enclose stamp. Co-operative Co., 517 6th ave., N. Y. 710-jan10'97

\$4.50 PER 1,000 cash for distributing circulars. Enclose 4c. U. S. Dis. Bu., Chicago. 1770-23mar.1-8-15

and regarding them, Mr. G. E. Fischer, of Omaha, writes as follows:

"Letters sent them, enclosing stamps, brought no reply. I have written the Co-Operative, so has a friend of mine and no reply has yet been received. A man in Council Bluffs paid the U. S. five dollars membership fee and received fifty cents worth of work a year ago."

W. H. Steinbrenner, of Cincinnati, who has just completed the distribution of 65,000 pamphlets for the Peruna Drug Co., of Columbus, O., is now working on 50,000 booklets for the Von Graef Medical Co., of New York, which will be followed, almost immediately, by 100,000 folders for the California Fig Syrup Co., of Chicago. Mr. Steinbrenner's system is fast obtaining great favor with advertisers.

You Can See How I Stand AS AN AD WRITER.

A new York manufacturer said, the other day, that his business had increased just five-fold since Jed Scarborough began writing his ads for him, two years ago, and he said most of the increase was directly traceable to advertising, too.—*Brains.*

Inclosed I hand you a check for twenty five (\$25) dollars, and advise you that you are the winner in the contest for the series of ads, as per advertisement in *Brains* of recent edition. Please acknowledge receipt.—*C. A. Daniels, Philadelphia, Pa.*

We are well pleased with your work. It's the best we've had.—*A. B. Reed & Co., Typewriter Supplies, Chicago.*

We used your ads last winter and were well satisfied with them. Name terms for two dozen more, with illustrations.—*Omaha Coal, Coke and Lime Co., Omaha, Neb.*

I have a big envelope, filled to the flap with further evidence. Shall I send it to you?

JED SCARBORO,
Arbuckle Building, BROOKLYN, N. Y.

Bill Posters!

You who have posted "Big Four" on the "dead walls of London!"

The Inter-state Association of Bill Posters and Distributors, meets in Chicago, July 22d, 1896, and the "Big Four" is the "Best Line" to that city. It has the best terminal facilities. Solid Trains from Cincinnati, Louisville, and Indianapolis, magnificently equipped.

E. O. McCORMICK,
Passenger Traffic Manager.

D. B. MARTIN,
General Passenger and Tkt. Agt.

I Write Ads

That are bright, pointed and catchy—ads that really bring business.

I am not a theorist, nor a boaster; I base my words on facts—hard, sound, honest facts.

Send full particulars and a one dollar bill for four "Business Builders." Your money right back if they don't suit.

CLEMENT A. DODSON,
Crutchfield, Ky.

Lyceum Bureau

Concert and Lecture Attraction Managed. Wild West Show and Circus Lots to rent. Stenography and Type Writing. Send MSS. by mail and get any number of copies desired at cheap rates. Distributing. Send circulars of your attractions or of novelties. Write me for any information desired.

JOHN C. YOUNG, Jr.
95 Pitcher St., DETROIT, MICH.

POST THIS IN YOUR HAT! THAT THE PUBLISHER'S GUIDE

Keeps you fully informed regarding all responsible and irresponsible advertisers, also presenting each month all new advertisers who are entering the field. It is of great value to all who are engaged in advertising and newspaper work. Subscription price, \$50 per year. Sample Copy mailed on application—address

PUBLISHER'S GUIDE,
3d floor, American Tract Soc. Bldg., New York City
825 Monadnock Building, Chicago, Ill.
Builders' Exchange, St. Paul, Minn.
Excelsior Building, Pittsburgh, Pa.

Angora Kittens

Finest Breed, with long silky fur, flowing mane, big flat bushy tails, large, handsome eyes, finely formed and very intelligent. Fluffy as puff balls, and possessed with a sweet disposition that makes them irresistible. Price \$5 and upward. Circular free.

S. R. SPENCER,
162-164 Vine St., Cincinnati.

Boom Your Business!

Advertise in

Billboard Advertising

It Reaches

Business
Who use **Men**
Billboards.

POSTER BOARD

THE O.J. Gude Co
OUTDOOR ADVERTISING
 New York.

1894 Our Customers spent less than 4% of their entire appropriations in Bill-Posting.

1895 It increased to over 12% more than \$200,000

1896 It will further increase if the Bill-Posters recognize that service and permanent and profitable business and that organization is effective only as it conserves the interest of the advertiser as well as the Bill-Poster.

(DESIGN BY COURTESY OF JAMES PYLE & SONS—PEARLINE)

"I'll stick this up anyway It's for the good of the Cause."

1896. THE DONALDSON GUIDE
 3d Edition now in process of compilation.

Will embrace every town of over four hundred and fifty inhabitants in the United States and Canada, with a full and complete description of each.

- It gives the population of the town.
- It gives the population of the county.
- It gives the name of the bill poster.
- It gives his street address.
- It gives the name of the distributor.
- It gives his street address.
- It gives the name of the opera house.
- It gives the name of the local manager.
- It gives the names of the halls.
- It gives the names of their managers.
- It gives the names of the newspapers.
- It gives the names of the editors.
- It gives the date of publication.
- It gives the names of the dramatic critics.
- It gives the names of the dramatic correspondents.

It gives the name of a good attorney. It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10 1/2, handsomely bound in cloth and gilt. In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopedia and the International Professional Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued. The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributors and show printers, to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc. Blanks are provided for this purpose by the publisher and can be had upon application.

It is to the interest of every bill poster and distributor to have his town properly represented and described. Let the advertiser know its resources and the number of people he can reach. Let the showman know the class, license and whether their is a desirable lot. Tell the theatrical manager what kind of theatres, opera houses, or halls you have.

PUT AN AD IN
 It will bring you business. Because it will be consulted almost daily by the advertisers, showmen and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put in an advertisement immediately following the description of it, stating the present population, together with such other advantages as it may possess. The advertising rates are very reasonable. Twenty-five cents per agate line for a year's advertising is in fact exceedingly low. At this rate a space of half inch single column comes to \$1.75, or an inch to \$3.50.

REMEMBER, that the DONALDSON GUIDE will henceforth be published largely in the interests of bill posters, distributors and advertisers. Heretofore it has been given over almost entirely to managers of opera houses and showmen, but from now on this will be changed. Give it your endorsement. Talk it up. Enlist the interest of your local managers. In fact, aid it in any manner you can. It's a good thing, and if accorded the support it deserves will be a big thing for all parties interested.

The price of the Donaldson Guide is \$3.00 each, and it is worth many times its cost to those who need it. To persons, however, who have not yet had an opportunity of examining the work, of agents who desire to canvas for subscriptions of advertisements, a copy of the current edition, of which a few are still on hand, will be sent upon receipt of \$1.00. Address all communications or inquiries to the publisher.

W. H. DONALDSON,
 Cincinnati, Ohio.

THE LEADING SHOW PRINTERS
 LITHOGRAPHIC ON BLOCK
 IN THE UNITED STATES USE

THE AULT & WIBORG CO'S
POSTER INKS

ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI-NEW YORK-CHICAGO

ELDER, JENKS & RABORG

'Excelsior' Grcas Paste
 AND
BILL POSTERS' BRUSHES



Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush made. Will not come apart. Used and recommended by Barnum, Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada.

Size 1/2 inch. Price \$30.00 per doz. \$3.25 Each. Extra Extra for Circuses. \$40.00 per Doz. \$4.00 Each. Sent C. O. D. to all parts of the Country.

ELDER, JENKS & RABORG
 Brush Manufacturers.

127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

ROOSEN INK WORKS.
 MANUFACTURERS OF PRINTING AND LITHOGRAPHING INKS AND DRY COLORS.

66-68 JOHN STREET, BROOKLYN, N. Y.

CHEW GOOD TOBACCO. SHAKESPEARE PLUG TOBACCO
 CHAMPAGNE FLAVOR.

- Is made from the best selected Kentucky Burley Leaf, wrapped in Gold Foil, and is just sweet enough to be good.
- Sent by mail in neat paper boxes, 1 lb., \$1.00; 1/2 lb., 50c; 1/4 lb., 25c.

IT'S AN ELEGANT CHEW.
 FALLS CITY TOBACCO WORKS,
 117 & 119 Bullitt St., Louisville, Ky.

Let's Get Acquainted?

Send for our Specimen Book; that will introduce us, but Don't forget to ask about our CHINESE BLACK.

"Just for fun, you know—not business—for, of course, you are perfectly suited and would not change your ink for your father." Yes, we know; sounds natural.

Eagle Printing Ink & Color Works
 148-152 Monroe Street, Chicago.

To the first ten persons sending us orders for our inks, resulting from this ad in "Billboard Advertising," we will send a handsome present. So be sure and mention this paper.

Printer's Ink Helps Advertisers!

It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of advertising.

Enables you to profit by the experiences—and adopt the methods—of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable.

Instructs you—and exemplifies—how to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about mediums, tending to aid you in selecting profitable ones to advertise in.

Subscription price now \$5 a year. Sample copy, 10 cents.

10 Spruce Street, New York.

When you write, mention *Billboard Advertising*.

DEAFNESS CURED

ENTIRELY OVERCOME BY
 TUBULAR EAR CURE

Prof. Pat. Imp. d. Tubular Ear Cure. Whispers, Conversation and Music heard. Comfortable. Not a Dressing and Case. Homeopathic. When all other Remedies fail. Sold only by F. BIRCK, 232 Broadway, Cor. 14th Street, New York. Ask for Birck's "Tubular Ear Cure" in all parts of the World.

We Employ Young Men

to distribute our advertisements in part payment for a high grade Acme bicycle, which we send them on approval. No work done until the bicycle arrives and proves satisfactory.

Young Ladies employed on the same terms. If boys or girls apply they must be well recommended. Write for particulars.

ACME CYCLE COMPANY,
 ELKHART, IND.

FT. WORTH, TEX., Oct. 10, 1895.
 Acme Cycle Co., Elkhart, Ind.
 DEAR SIR:—My Acme Light Roadster arrived yesterday morning and not only myself, but everyone that has seen it pronounces it a strictly first-class wheel and a beauty. I am very well pleased with the same, and will do all I can to get a great many more to buy your wheel.

Yours truly,
 C. H. CHEATHAM.

ALLIANCE, OHIO, Oct. 12, 1895.
 Acme Cycle Co., Elkhart, Ind.
 DEAR SIR:—Having given my wheel a good trial, am ready to say I am exceedingly well pleased and thank you very kindly for the favor and privilege you have given me. I showed the wheel to one of our prominent bicycle agents, who did his best to sell me a wheel, and he said after taking a short ride on it that it was a fine wheel; and I know if the material is as good as the finish I will never regret my bargain.

Yours truly,
 SETH BARTON.

WE HAVE NO AGENTS

but ship from our factory at wholesale prices. Ship anywhere for examination; pay freight both ways if not satisfactory. 100 styles of Carriages. 50 styles of Harnesses. Send 10c for 112 page catalogue.

REINFORCED CARriage AND HARNESS MFG. CO.
 W. B. PAUL, Sec'y, Elkhart, Ind.
 No. 1124 \$35.

THE AMERICAN BILL POSTERS' UNION

At Last

The vexatious problem has been solved. An Association which associates. Protection which protects. Co-Operative, Equitable Practical.

A Corporation under the Laws of New Jersey.

BILL POSTERS' PASTE BRUSHES.

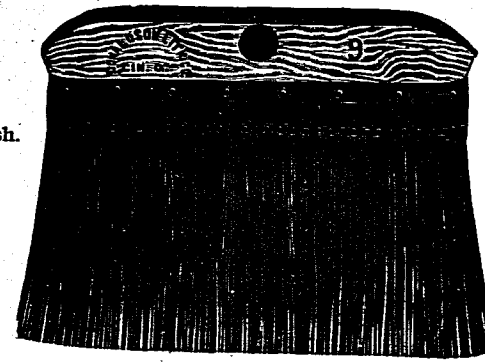
The two leading brands of America, both of which are Hand Made, Copper Bound and Steel Riveted.

The "Nonpareil"

No good brush is cheaper than this brush.

PRICES.

- 8 Inch, \$2.25 Each
9 " \$2.75 "
10 " \$3.00 "



The "Unexcelled"

No good brush is better than this brush.

PRICES.

- 8 Inch, \$2.75 Each
9 " \$3.00 "
10 " \$3.25 "

THE DONALDSON LITHOGRAPHING CO. CINCINNATI, OHIO.

1000 Circulars, size 9x12 or smaller mailed in ten days for \$1.00, 100 silver Small papers mailed for 20c. per 100. Satisfaction guaranteed. Address J. T. LUMPKINS, NEVA, VA.

Do you collect Art Posters? See "THE POSTER" Magazine. Monthly. Illustrated. \$1 a year. Send to cents for sample copy. WILL M. CLEMENS, Publisher, P. O. Box 1716, New York.

The Price is not to be considered when you consider locations and service. Send work to PASSAIC ADVERTISING CO. Control boards in Passaic, 20,000, Rutherford, 7,000, Garfield, 2,000. Contract for Patterson, 100,000. Distribute also for Passaic and Bergen Counties. Passaic, N. J. M. C. Whitehead, Mgr

500 Fresh Gummed Addresses of Agents and others, all over the U. S. Just the thing for those doing a mailing business. Price 50 cents, silver, per copy. Address J. T. LUMPKINS, NEVA, VA.

MATTAPAN, BOSTON, MASS. ADVERTISERS SEND WORK TO DAN'L L. CUSHING, 108 River st. Distributor and General Advertiser.

Send for the Ad-age, Boston. It has 25 Prize Ads in each issue. 10c a year.

1869 Taunton Bill Posting Co. 1896 BILL POSTERS & DISTRIBUTORS, Best Boards. Best Stock. Best Workmen. A. B. WHITE, Mgr. and Treas. Office, 45 Cohannett St., Taunton, Mass.

BELOIT, Population 8,000. JANESVILLE, Population 14,000.

Spencer Bill Posting Co

Members INTER-STATE Bill Posters' Association and International Association of Distributors.

BILL POSTING, DISTRIBUTING, GENERAL ADVERTISING. 10,000 FEET OF BILLBOARDS. CIRCUIT, 25 TOWNS. E. DOCKSTADER, Manager. Office, No. 4 S. Jackson Street, JANESVILLE, WIS.

"The Bill Poster"

The English counterpart of Billboard Advertising. Subscriptions 50 cents per year, post free, may be sent to No. 127 East Eighth St., Cincinnati, O

The Second Annual Convention of the Inter-State Bill Posters Protective Association will be held at the Leland Hotel, Chicago, Ills., commencing Tuesday, July 21, 1896.

Capital Stock, \$500,000. Shares, \$10.00.

For prospectus, general information and full particulars, address C. S. HOUGHTALING, No. 3 Park Place, NEW YORK.

EVERY BILL POSTER ADVERTISER

WANTS AND NEEDS

PROFITABLE ADVERTISING

The Advertiser's Trade Journal of New England.

Full of ideas and suggestions for the Publicity Seeker.

Subscription Price, \$1.00 per year. Send for sample copy.

KATE E. GRISWOLD, Editor and Publisher, 13 School Street, BOSTON MASS.

ESTABLISHED 1892. The OREGON Circular Mailing, Advertising and Distributing Agency, L. W. ROBBINS, Manager. Lock Box 50. Central Point, Oregon.

ELGIN, ILL. Population 25,000 ELGIN BILL POSTING Advertising & Distributing Co. Only licensed Bill Poster in the city. FRED W. JENCKS, Prop'r.

TRENTON, NEW JERSEY. The Trenton Bill Posting Co. Owns all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing. WM. R. WILLIAMSON, Manager.

Saratoga City Bill Posters

We own and control all Bill Boards in our city. Commercial Posting and Distributing a specialty. For particulars address FRANK K. EDDY, Manager.

Will write 3 ads for \$1, and give electro of an outline cut with each to ANY PRINTER sending facts and cash (one dollar), before May 10, '96. R. L. CURRAN, Ad Writer, 1517, 150 Nassau St., New York.

LIST OF MEMBERS OF THE Inter-State Bill Poster's Protective Association.

With their Prices, Facilities, &c. Corrected Monthly.

Table with columns: TOWN, STATE, MEMBER, POPULATION, Prices Listed, Protected and Renewed, Can handle the following. Lists members from various states like Illinois, Minnesota, Iowa, etc.

OFFICERS. P. F. SCHAEFER, President, Chicago, Ills. P. G. STOUT, First Vice-President, St. Louis, Mo. W. J. HORN, Second Vice-President, Springfield, Ill. P. B. HABER, Third Vice-President, Pon du Lac, Wis. CHAS. C. MAXWELL, Treasurer, Lincoln, Ill. CLARENCE E. RONEY, Secretary, Waukegan, Ill.

Scale of Prices Adopted for Listed, Protected and Renewed 30 Days' Display. 1,000 to 5,000 Population per sheet 3 cents. 5,000 to 10,000 " 4 cents. 10,000 to 20,000 " 5 cents. 20,000 to 40,000 " 6 cents. 40,000 to 60,000 " 8 cents. 60,000 to 150,000 " 12 cents. Over 150,000 " 15 cents. One Sheet, 15 days Inter-State Guide. 3 cents.

Authorized Solicitors. O. J. GUDE Co., New York City. P. F. SCHAEFER, Chicago, Ill. P. G. STOUT, St. Louis, Mo. J. T. ELMORE, Chicago, Ill. CHAS. HOUGHTALING, New York City. SAM W. HOKK, New York City.

Traveling Inspectors. CHAS. B. KITTREDGE, Waukegan. C. E. RONEY, Waukegan.

UP TO DATE. ADVANCED IDEAS. WATCH US GROW.

PICTORIAL POSTERS

Some people seem to move forever in one small circle, never experimenting, never trying new methods, never looking for anything better than that to which they have been accustomed all their lives. They know nothing about the advantages of advertising with posters. They will never learn how promptly the bill boards yield results; how thoroughly and effectively they reach the public, and how cheap they are.

SOME NEW DESIGNS IN POSTERS

Depicting all the Latest Styles for the Spring and Summer of 1896.

No. 566.—SUMMER GOODS. Whole Sheet, 28x42. A beautiful design, depicting Refrigerators and Gasoline Stoves. We furnish them cross lined at the following rates:
 25 copies, \$2.25 | 100 copies, \$7.00 | 300 copies, \$16.50
 50 copies, 4.50 | 200 copies, 12.00 | 1000 copies, 30.00
 75 copies, 6.50 | 200 copies, 12.00 | 1000 copies, 30.00
 SEND FIVE CENTS FOR A SAMPLE.

No. 567.—DENTIST. Whole Sheet, 28x42. A splendid design for advertising dental parlors and bridge work. We furnish them cross lined at the following rates:
 25 copies, \$2.00 | 100 copies, \$5.50 | 300 copies, \$13.00
 50 copies, 4.00 | 200 copies, 9.50 | 1000 copies, 25.00
 75 copies, 6.00 | 200 copies, 9.50 | 1000 copies, 25.00
 SEND FOUR CENTS FOR A SAMPLE.

No. 568.—ICE DEALER. Whole Sheet, 28x42. The design depicts under the words "Pure Ice" a big block of ice and an ice wagon delivering supplies. Prices, cross lined, are:
 25 copies, \$2.75 | 100 copies, \$7.50 | 300 copies, \$19.00
 50 copies, 4.75 | 150 copies, 11.00 | 500 copies, 30.00
 75 copies, 6.50 | 200 copies, 14.00 | 1000 copies, 35.00
 SEND SEVEN CENTS FOR A SAMPLE.

No. 569.—"WE CUT PRICES." Whole Sheet, 28x42. Very comical, and hold the attention no matter where placed. Prices, cross lined, are:
 25 copies, \$2.25 | 100 copies, \$7.00 | 300 copies, \$16.50
 50 copies, 4.50 | 150 copies, 12.00 | 500 copies, 25.00
 75 copies, 6.00 | 200 copies, 12.00 | 1000 copies, 40.00
 SEND FOUR CENTS FOR A SAMPLE COPY.

No. 570.—HATS. Correct shapes for Spring of '96.—Derby and Crush. Lithographed in one printing. The design is particularly bold and striking. Prices, cross lined, are:
 25 copies, \$2.00 | 100 copies, \$5.50 | 300 copies, \$13.00
 50 copies, 4.00 | 150 copies, 7.50 | 500 copies, 20.00
 75 copies, 6.00 | 200 copies, 9.50 | 1000 copies, 25.00
 SEND FOUR CENTS FOR A SAMPLE.

No. 571.—BOYS' CLOTHING. Correct shapes for Spring of '96. Beautiful design, attractively executed in two colors. Prices, cross lined, are as follows:
 25 copies, \$2.25 | 100 copies, \$7.00 | 300 copies, \$16.50
 50 copies, 4.50 | 150 copies, 9.75 | 500 copies, 25.00
 75 copies, 6.00 | 200 copies, 12.00 | 1000 copies, 40.00
 SEND FIVE CENTS FOR A SAMPLE.

No. 572.—CARPETS. Interior of fine emporium, displaying roll upon roll of carpets of various designs and patterns. Prices, cross lined, are as follows:
 25 copies, \$2.75 | 100 copies, \$7.50 | 300 copies, \$19.00
 50 copies, 4.75 | 150 copies, 11.00 | 500 copies, 30.00
 75 copies, 6.50 | 200 copies, 14.00 | 1000 copies, 35.00
 SEND SEVEN CENTS FOR A SAMPLE.

No. 573.—AUCTION. An auction poster that will advertise a sale of this nature. The design is full of interest. Prices, cross lined, are as follows:
 25 copies, \$2.75 | 100 copies, \$7.50 | 300 copies, \$19.00
 50 copies, 4.75 | 150 copies, 11.00 | 500 copies, 30.00
 75 copies, 6.00 | 200 copies, 14.00 | 1000 copies, 35.00
 SEND SEVEN CENTS FOR A SAMPLE.

Largest Line of Commercial Posters in the country.

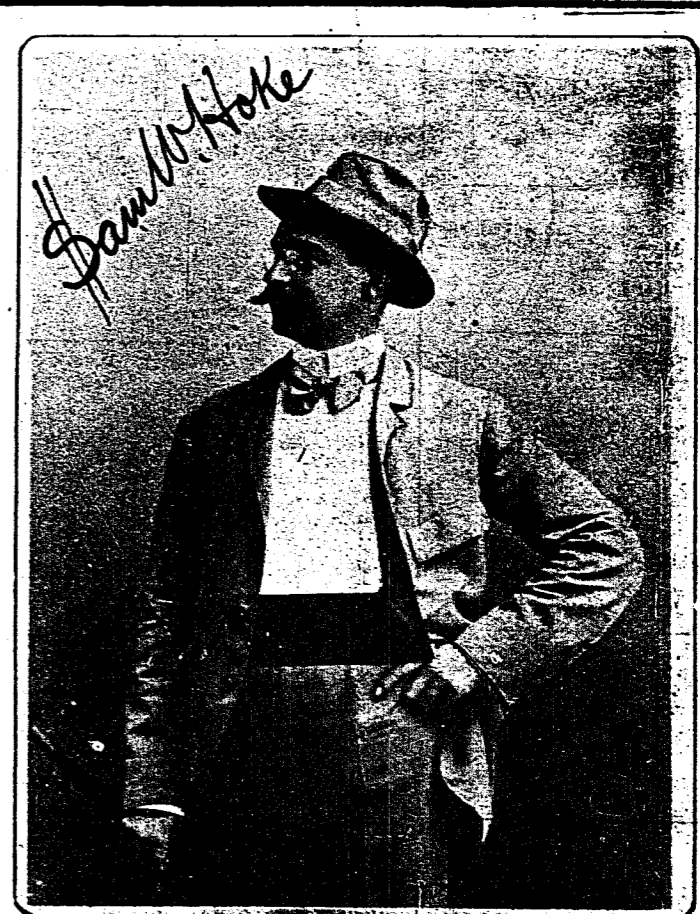
WRITE TO
The Donaldson Litho. Co.
 CINCINNATI, O.

Samples free to Agents and Bill Posters.

Send for our Catalogue of Commercial Posters.

BILLBOARD ADVERTISING

A Magazine for Business Men who think.



The Man with the \$ Mark.

May, 1896.

Classified Advertisements

Classified Advertisements

Classified Advertisements

POSTER PRINTERS

BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under this heading, 25c for one insertion, 60c for three insertions. 75c for four insertions, \$1.00 for six insertions. Larger cards, 50c per square line.

Asheville, N. C. "The Land of the Sky," Resident population, 15,000; visiting population, 7,000. Asheville Advertising Agency, P. O. Box 17. Licensed City Bill Posters, Packers and Distributors. Also control all Street Car Advertising in city.

Winona, Minn., Henry Werner, City Bill Poster and Distributor.

Nanaimo, British Col. Pop. 7,000. A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189.

Fort Wayne City Bill Posting Co. Theatrical and City Bill Posters. Distributing and Advertising Agents. Work promptly and properly executed. FORT WAYNE, IND. C. E. Woodworth, Manager.

Joliet, Ill., DeLong & Biederman, Bill Posters and Distributors.

Albuquerque, N. M. Pop. 10,000. The Hudson Adv. & Bill Posting Co. own and control all bill boards. Also do distributing, tacking, fence painting, mailing.

Boone, Iowa, Population 9,000. J. J. Kirby, City Bill Poster and Distributor

DENVER, COLO. The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 185,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 29,000.

Lima, Ohio. Pop. 20,000. W. C. Tirrell, City Bill Poster and Distributor. Work promptly done.

Manchester, N. H. Frank P. Colby, City Bill Poster, Distributor and Baggage Transfer. Address 30 Manchester st.

Memphis, Tenn. Van Buren & Co., Bill Posters and Distributors, 224 Second Street.

Milford, Mass. Population, 10,000. W. E. Cheney, City Bill Poster, Distributor, 53 So. Bow Street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city. Baggage and scenery truck express. 10-12

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service.

Palatka, Fla. W. S. Nugent, Bill Poster and Distributor

South Framingham, Mass. W. H. Trowbridge, Bill Poster. Five towns

Waukegan, Ill. G. Raney & Son, Distributors. Bill Posters, etc. (Circuit 18 towns.) Pop. 35,000.

Tucson, Arizona, 2,000 ft. of boards WM. REID, Box, 148.

Springfield, Ohio, H. H. Tyner Licensed City Bill Poster and Distributor.

Siox City, Iowa, pop. 40,000. Posters, Distributor and Tackers. We do all kinds of advertising and guarantee work Sioux City Bill Posting and Advertising Co. [Licensed] Member A. B. F. A.

Victoria, British Col. Pop. 20,000. The Victoria Bill Posting Co. own an control all bill boards, paint signs and bulletins and does distributing. Address ROBERT JAMIESON, Manager, P. O. Drawer 28

Woodland, Cal. Dietz and Glendinning, Bill Posters. 620

Lu Verne, Minn. Pop. 3,000. Dana M. Baer, Bill Poster and Distributor, Box 400.

Laconia, N. H. Pop. 15,000. Folsom Opera House, Drilling Park and Show Grounds. F. Sarriman, Manager. Owns all boards in the city and suburbs.

Delaware, O. G. D. McGuire, City Bill Poster and Distributor.

When you write, mention Billboard Advertising.

BILL POSTERS' DIRECTORY.

Stavanger, Minn. Ole Holm, County & City Bill Poster & Distributor

Waukon, Iowa. Pop. 3,000. Wm. S. Hart & Co. control all space, including Opera House and Fair Grounds. Good work anywhere in N. E. Iowa.

Effingham, Ill. - H. I. Vance, City Bill Poster and General Distributor Member N. D. A.

Meadville, Pa. Pop. 12,000. Geo. Knox, City Bill Poster, Distributor and General Advertiser.

R. W. STORRS, De Funiak Springs, Fla. Can cover all West Florida outside of Pensacola in any manner desired.

DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will receive honest, reliable service from any firm or person whose advertisement appears in the following list. No advertisements received from minors. References as to honesty and integrity must accompany all applications for space.

Jacksonville, Ill., 807 S. Main St., Wm. Burke, member of and recommended by U. S. Dist. Bureau.

Donat J. Lefebvre, Manchester, N. H., Box 483. Reliable Distributor of all kinds of Advertising Matter.

Boise, Idaho, Spaulding & Gordon, Reliable Distributors and Sign Tackers. We pay rent for our locations and can guarantee.

Boston, Mass. 1500 Washington St. Wm. E. Prescott, Distributor of advertising matter. Advertisers write at once.

Cincinnati, O. Pop. 350,000 Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, Cincinnati

Chicago, Ill. J. A. Clough, Contracts solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

W. E. Patton, Corinth, Miss. Bill Poster and Distributor. Reference furnished. Box 79

Dowagiac, Mich. The Mich. Adv. Bureau Wm. J. Kryder, Pre

Easton, Md. The Adv. Dist. Bureau, posts and distributes bills, signs and circulars, and all classes of advertising matter. John R. Thompson, Manager. Box 118.

Fredonia, N. Y. John H. Case, Distributor. Box 1097.

Grand Rapids, Mich. George M. Leonard, Reliable Distributor

Marquette, Wis. Menominee, Mich. Pop. 15,312. Adjoining—Pop. 12,524 Wm. H. Earle, Marquette, Wis. Reliable Distributor. Your contracts solicited

Newport, Ky. G. H. Otting & Son, Bill Posters and Distributors, 608 York street.

New Orleans, C. H. Young & Co., 408 Carondelet St. General Distributors. Unlimited reference. Honest work.

Paducah, Kentucky. H. JOSEPH BARTH, Bill Poster and Distributor. Member International Distributors Ass'n of N. A.

Portage, Wis. W. H. Bathgate Advertising and Distributing Agency. Bill posting, signs tacked.

Richmond Hill, L. I. Circulars distributed honestly in Queens County by L. Bangert.

Seranton, Lackawanna Co., Pa. John H. Beltz & Sons, General Advertising Agents, Write to us, 604 Deacon street

When you write, mention Billboard Advertising.

DISTRIBUTORS' DIRECTORY.

Williamsport, Pa. S. M. Bond, Distributor.

Selkirk, Ohio. C. F. Roberts, Reliable Distributor.

Pittsburg, Pa. The "Twin Cities" Distributing Agency are the "Greater Pittsburg" Distributors. Pop. 600,000. Members National Distributors' Association. Office, 4 Sixth St. Pittsburg Branch, Allegheny. J. T. Hudson, mgr.

Kerrsville, Tex., Geo. A. Harrison, Box 90. Circulars distributed and signs nailed up in Kerr and adjacent counties

Dicksonburg, Pa. I. C. McLean, Distributing in Crawford county.

Greenspoint, L. I. Pop. 160,000. F. Loweree, 58 Clay, Reliable Distributor

Mattapan, Mass. D. I. Cushing, Circular Distributor and Gen. Advertiser.

Butler, Ohio. M. M. Spohn, Circulars distributed and signs nailed up in Richmond and adjacent Co's. \$1.75 per m. †

Menomonie, Wis. Flint & Thompson, Circular distributors. References furnished. Rates sent on application.

Rochester, N. Y. The J. E. Stroyer Co., 114 Weld St., handles all classes of advertising matter, from a hand-bill to a circus program. No botch work.

EXPERT AD WRITERS.

Advertisements under this head \$1.50 per year, in nonpareil. In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 25c per line. All advertisements amounting to \$1.50 and over include a year's subscription free.

Bates, Charles Austin, 1413-1415 Vanderbilt Bldg. New York, N. Y.

Barless, C. J., Rose, N. Y. Curran, R. L., 111 West 34th st., New York, N. Y.

Day, Chas. H., Whitneyville, Conn. Fowler, Nath. C., Tribune Building, N. Y.

Stewart, W. C., 414 Elm Ave., Philadelphia. Pa Ward, Artemas, Lincoln Bldg., Union Sq., N. Y.

Wolfolk, Chas. A., 448 W. Main street, Louisville, Ky.

STREET CAR ADVERTISING.

Advertisements under this heading \$1.50 per year, in nonpareil. In bold face type, \$3.00 per year. Display 25 cents per line. Advertisements amounting to \$1.50 and over, include a year's subscription free.

Barron G. Collier, Times Bldg., N. Y. Cole Bldg, Memphis, Tenn.

George Kissam, 50 Bromfield St., Boston, and Postal Telegraph Bldg, New York City.

Mark D. Batchelder Co., 38 1/2 Marietta Street, Atlanta, Ga.

Send 24 cts. in stamps to Henne-gan & Co., 117 East Eighth Street, Cincinnati, O., and receive in return a handsome leather bound Date Book. Best ever published.

When you write, mention Billboard Advertising.

POSTER PRINTERS

Advertisements under this head \$1.50 per year, in nonpareil. In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, twenty-five cents per line. Advertisements amounting to \$1.50 and over include a year's subscription, free.

Calhoun Printing Co., Hartford, Conn. Calvert Litho Co., Detroit, Mich.

The Donaldson Litho. Co., Clp'tl, O. Richter & Co., Baltimore

Free Press Show Print., Detroit. Fox, Richard P., Franklin and Dover, New York

Hennegan & Co., Cincinnati, Ohio. Johnson, F. B., 48 Centre, New York

Libbie Show Print, Boston, Mass. Lick Show Print, Fort Smith, Ark

Morgan, W. J. & Co., St. Clair, Cleveland

Richardson & Foss, 112 4th Ave, New York

United States Printing Co., Cincinnati

MURAL SIGNS AND PAINTED BULLETINS

Advertisements under this head \$1.50 per year in nonpareil. In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 25c per line. Advertisements amounting to \$1.50 and over include a year's subscription free.

BOSTON, MASS. J. Donnelly & Sons, 6 Tamworth St.

CHICAGO, ILL. R. J. Gunning, Wabash ave., cor. VanBuren st.

CLEVELAND, O. Bryan & Co., High and Middle Sts.

DENVER, Col. Bill Posting and Advertising Co. Walker & Co., 43 Rowland st.

LOUISVILLE, KY.—Heverin Bros. NEWARK, N. J.—Newark Bill Posting Co.

THEO. J. Gude Co., 113-115 W. Broadway

OMAHA, NEB. THOS. MULVHILL, 3215 Harney st.

PRINCE GEORGES, VA. G. O'Brien.

ST. LOUIS, MO. W. F. Williamson, 113-115 N. 6th street

When you write, mention Billboard Advertising.

BILLBOARD

ADVERTISING

ADVOCATING MODERN METHODS OF ADVERTISING.

VOL. V., No. 5.

CINCINNATI, MAY 1, 1896.

PRICE 10 CENTS PER YEAR, \$1.00

NOW IS THE TIME.

Commercial advertisers should bear in mind that the season is now almost upon us when he can obtain the very highest results from the bill boards.

The fifteenth day of May practically ends the theatrical season throughout the entire country. Valuable locations, controlled by the theatres, may then be had in abundance.

Now is the time. Order your paper at once. Get the printer started on it before the week is out, and let June 1st see it in the hands of the bill poster.

Now is the time. Order your paper at once. Get the printer started on it before the week is out, and let June 1st see it in the hands of the bill poster.

THE CAMPAIGN BANNER.

Especially written for BILLBOARD ADVERTISING BY R. L. CURRAN.

The year 1896 is not only 'leap year, but is also presidential election year. It allows opportunities to the politicians as well as to the ladies.

One opportunity that is open to some clever politician or some bright political club, is to do some effective display advertising. A presidential election is carried on more out-of-door than any other human affair to which advertising can be applied.

What do we find? What shall we find, judging from the past? A campaign banner. Stretched across some principal street, this is certainly fairly conspicuous, but, as everyone knows, so poorly executed

and so conventional in design, as to be of very small value.

It is a shibboleth rather than an aggressive action; something that is expected and demanded by custom, rather than an intelligent maneuver. In truth, the campaign banner at its best is but one poster, (admittedly in a good position,) but yet not to be compared in power with a town rightly posted as it should and

Daniels, could devise ways of being stirring and convincing without being offensive or silly.

For an aggressive campaign into the country districts, where there is no way under heaven to wean the voter from his regular newspaper and its opinions over to any other newspaper, what could be more tellingly brought into use than the bill board? It would outdo the word pictures

can bring up more good reasons to support the side than the others.

If the purpose is to draw trade, then why not advertise when you need trade the most? Of course this rule is subject to the surroundings and the circumstances. We realize that in dull times it is much harder to bring people to the store, but that is one reason why more advertising or better advertisements should be used, for it is not always necessary to extend one's space where the same result may be accomplished by using the same space in making the advertisement attractive.

If possible, in dull seasons, more inducements should be held out to the customer than in brisk seasons. More care should be used in selecting articles to be advertised and more thought should be given to advertisements to bring trade to your store.

Advertising, to a large extent, is cumulative in its benefits, for the value of present advertising depends largely upon what has been done before. If you discontinue advertising entirely you are leaving out some of the bricks in the wall which you are constructing, and will lose a large portion of the benefits of accumulative advertisements when you begin again, there having been a disconnection in what you did before and that which you now intend to do.

The benefits to be derived from advertising are in the future as well as what you may get at the present. Advertising is something like making a snowball—the further you go the bigger it grows. If, after you have rolled your snowball a little distance, you stop rolling it and begin another one, you are expending an extra labor instead of accumulating, while if you had kept on rolling the old ball it would soon grow to much larger proportions than any new one you could start.

It is a poor policy ever to stop advertising altogether. In dull times, if the amount expended must be decreased, more care than ever should be used in the preparation of the advertisements. When the fish is harder to catch be more careful in selecting your bait.

The way to advertise is an important point to consider. In dull times make your offerings just as attractive as you know how, and advertise reasonable goods, such as will be of immediate use. It is hard enough to sell unseasonable goods when people buy freely, but it is much harder to push them in unfavorable times.

RENEWING.

All listed and protected service carries with it the proviso that the advertiser shall furnish the bill poster with twenty-five per cent. of the paper listed, in addition, for the renewing. A shrewd advertiser, in placing an order for five thousand stands, will order four thousand of one design and one thousand of another. The second design will be sent out marked for renewal. This scheme not only yields the beneficial results accruing from the change of design, but furnishes a check on the amount of paper actually renewed.

The balance, every sheet of it too, can be recovered by the inspector and utilized elsewhere, instead of being wasted or used for blanking, as is now often the case.

Valuable Methods of Advertising.

How to advertise successfully in dull times for a general retail store is a difficult subject to decide. It is at the same time a subject upon which there is a great diversity of opinion.

By dull times we mean the seasons of the year when trade is not usually so brisk as it is at other times. At these times some merchants largely increase their advertising expenditures. Others continue about the same as on busy times. Business discretion should, of course, be used by all, but as a rule those who do the most advertising at these times have the best of the argument, and



T. R. DAWLEY.

can be with a good assortment of paper from up-to-date lithographers.

We all know how much the colored cartoons of the comic weeklies accomplish, and when we stop to think that these papers, costing 10c, do not penetrate to the humbler classes, we can see how much free cartoons would do.

It is true that as much of a comic effect might not be admissible as in a paper—might lead to undue comment and excitement—but it seems safe to say that artists and lithographers who can find and execute suitable designs for all manner of theatrical enterprises, from Shakespeare and Bernhardt to Rush City and Frank

REGARDING SERVICE.

A Spicy and Interesting Interview with Mr. D. R. Talbert, Advertising Agent of the great California Fig Syrup Co.

"How are you, Mr. Talbert? BILLBOARD ADVERTISING would like to know how you fared at the hands of the bill posters throughout the country, during your spring campaign of advertising."

"All right; sit down, and I'll tell you all about it. First, however, let me say that I cannot commend too heartily, the fair and courageous stand your journal has taken in regard to existing evil conditions and methods in the business. I want to say, in all candor, that I believe BILLBOARD ADVERTISING has done more to elevate bill posting and extend the use of the poster than any other influence that has ever been brought to bear upon it."

"That being the case, Mr. Talbert, you will probably not be averse to entering into particulars."

"On the contrary, I shall be glad to particularize to your entire satisfaction. I want to warn other advertisers against points where we were badly treated."

"And we want to warn decent bill posters against those members of the craft who are constantly bringing discredit upon it."

"Well, how shall I begin?"

"Suppose we commence at the beginning. How about the boycott?"

"Oh, that was nothing. We posted all the paper that we ordered from the printers, without the slightest inconvenience. Bill posters in general are opposed to the boycott on principle. You may say that it did not keep us out of a single town."

"How about Minneapolis, St. Paul and Milwaukee?"

"It was merely a question of price in those cities. I am aware that the impression prevails that we were barred out, but it's wrong. Had we been disposed to submit to a 'hold-up,' and pay the extortionate figure demanded, we could have billed the towns in question as readily as other points. The boycott was instituted to compel us to do this, but it did not work. I have letters in my possession which will prove this assertion and demonstrate the truth of my claims."

"Will you let us have them?"

"Certainly not. They were not written for publication. I will show them to you, but you must not publish them—in fact, you must not even quote from them."

(The letters were here produced, and duly examined by the representative of BILLBOARD ADVERTISING.)

"BILLBOARD ADVERTISING would like very much to have those letters, Mr. Talbert."

"I believe you; but it would not be honorable on my part to make them public."

"Well, to business. Where did you get the best service?"

"In Illinois. Taking the State as a whole, the service was the most satisfactory we obtained. You must know that I depend entirely upon inspectors' reports, as I have no other means of determining the quality of the service rendered. I visit all the large cities myself,

but I cannot find time to take in the smaller places, except in rare instances. In Illinois there were only two instances where we had any reason to find fault with the work."

"Did you post Michigan?"

"Yes."

"How were you satisfied with Grand Rapids?"

"It was simply splendid. There is not a town in the country that has a better lot of boards than Grand Rapids. They are well made and well placed. Grand Rapids was one point where we got more than we bargained for. Geo. M. Leonard, who controls the town, is a credit to the craft. It affords me great pleasure to give him my unqualified endorsement, and to recommend his service to advertisers at large."

"How about Detroit?"

"In Detroit we fared exceedingly well also. I might say the service given us was A1 in every particular. Messrs. Walker & Co. are conscientious, pains taking bill posters. The paper had not been up twenty-four hours before we felt its effect."

"Tell us about Michigan in general."

"Well, here's my inspector's report: 'Allegan, Greenville and Kalamazoo are all marked 'A1,' showing that in these towns our paper was treated with the utmost consideration. The inspector has added after Kalamazoo: 'The bill poster here, named McCarthy, is O. K. This is one of the best jobs I have ever seen.'"

"Was Michigan all satisfactory?"

"No, indeed. Benton Harbor was 'bad,' as were also Sheboygan and Muskegon, while Battle Creek and Niles were only 'fair.' All the rest were 'good.' They were Bay City, Big Rapids, Cadillac, Coldwater, Flint, Lansing, Ludington, Mainstee, Mt. Clemens, Petoskey, Saginaw, Ypsilanti, Holland, Menominee, Belding and St. Johns. On the whole, we fared very well in Michigan."

"How was Indiana?"

"Indiana was good. We billed twenty-six towns in the State, and only one—Huntington—is marked bad. Although eight have only proved fair."

"What eight?"

"Aurora, Goshen, Kokomo, Madison, Vincennes, Wabash, Washington and Crawfordsville."

"Did you bill Indianapolis?"

"Yes; we used the Empire Bill Posting Co. at Indianapolis. Their service, while better than fair, was not good. These people mean right, and will do better as they gain experience in handling commercial paper. I am sorry I cannot commend their service. They are members of the Inter-state Association, and there were only two other members of that organization who did not give entire satisfaction."

"What about Evansville?"

"There was a good one. F. M. Groves has the best boards in Indiana, and knows his business thoroughly. Evansville is marked A1, so is Groves. If we could get service like his everywhere, we would drop every other avenue of publicity and confine ourselves to bill posting alone."

"What other towns were good?"

"All of them. Peru, South Bend, Richmond, Michigan City, Greensburg, Marion, Frankfort and Decatur, are all marked good; and Columbus, Ft. Wayne, LaFayette, Logansport, Rushville, Shel-

byville and Terre Haute are credited with being A1."

"How was Ohio?"

"The poorest State, taken as a whole, that we billed. You will see that while in other States some towns are marked 'bad,' in Ohio we have four marked 'very bad.'"

"What were they?"

"Bellaire, Cambridge, Fostoria and Kenton; and Columbus was not good, by any manner of means. Urbana, Sidney, Sandusky, New Philadelphia, Newark, Mt. Vernon, Middletown, East Liverpool, Dayton and Bucyrus were only fair, but Defiance, Chillicothe, Delaware, Eaton, Hamilton, Lancaster, Marietta, Marion, Portsmouth, Piqua, Washington C. H., Wilmington, and Wooster were good."

"How about Cincinnati?"

"You can say that Cincinnati was good, in fact, first-class. I inspected Cincinnati in person, but if I had not, I should nevertheless know that our work was well done from the returns we have experienced. The Chapman boys understand their business. We will bill Cincinnati again next fall. We also had especially fine service in Norwalk, Lima and Findlay. They are all marked A1. But Van Wert and Delphos were bad."

The interview was brought to an abrupt termination at this point by the entrance of a business acquaintance who had an appointment. Mr. Talbert assures us, however, that he will be glad to take the matter up again at some future time and we shall probably present our readers with another installment in our next issue.

Matter like this is valuable alike to advertisers and bill posters, and we cannot get enough of it.

Poster Printers' Gossip.

Our first page this month bears a splendid likeness of T. R. Dawley, president and general manager of the Great American Engraving and Printing Co., of New York. It is not generally known, but is nevertheless a fact, that this concern, since the firm of Samuel Booth & Co. have gone out of existence, is the oldest establishment of the kind in America.

Compton & Co., of St. Louis, are getting their share of business.

The "Say" poster, printed by Henne-gan & Co., of Cincinnati, has just passed its one hundred and twenty-fifth thousand edition. This is the most remarkable sale ever attained by a poster, or indeed any pictorial publication whatever.

The Empire Show Printing Co., of Chicago, was sold at auction April 27.

One of the surprises of the month is the resignation of Ed. Neele, manager of the show printing department of the Russell & Morgan Co. Mr. Neele has been identified with this concern for years.

Poster printers should get together and settle upon one particular size, which shall be the standard whole sheet. We think it should be 28x42 inches, that being the size used by the greater number of printing houses at the present time.

But in any event, the necessity of a recognized and standard size is very great. We have some houses using 29x43, others using 30x40; some 28x42, and others 30x44. The danger is exemplified in a sheet, 36x50, which has recently come out.

Lithographic and zincographic show printers ought to paste their paper before allowing it to leave their offices. In this connection, too, it would be well for all parties concerned if the shingle paste was generally adopted—that is, the lower edge of the upper sheet is trimmed, instead of the upper edge of the lower one. In this manner the upper sheet overlaps the lower, on the shingle principle, and the poster sheds rain perfectly. There is not one-tenth part of the washing down of paper pasted in this manner, that obtains among the posters matched in the old style.

Wool Soap has a new poster, a lithographed sixteen-sheet, in colors—a handsome piece of work. Harry Munson has the posting for all eastern cities.

Harburger, Homan & Co., of New York, have an attractive four-color sixteen sheet advertising the Geo. W. Childs 5c. Cigar. This will be posted in all principal cities through the agency of Jam W. Hoke. This is a new advertiser in the poster line, all their past expenditures having been through newspapers. They will use newspapers this year only in such cities as they may be unable to properly post. Hoke does their newspaper advertising also.

Some of the more enterprising members of the craft in the larger cities are putting up boards that are almost perfect. A few years ago if a bill poster had used tongued and grooved lumber he would have been regarded as crazy or at least guilty of wholly unnecessary extravagance. To-day, however, they are made with ornamental hoods, and some have ornamental mouldings running around the edges, which, when painted, give the board the appearance of being framed in gold.

As the poster grows finer and finer with each successive advance of the printers' art, the necessity of care and skill upon the part of the practical bill poster becomes more apparent. The first step in the right direction was the tongue and groove board. We hope the next one will be the dry brush for rubbing-in purposes, and after that we would like to see a more intelligent use of blanks.

Mr. Campbell's paper says: "It is with feelings of modest pride that we acknowledge the receipt of nearly a thousand subscriptions during the last month." The editor erred slightly in his calculations. Careful investigation discloses the fact that it was nearly ten thousand. It affords us much pleasure to correct the mistake.

Clarence E. Runey, the wide-awake hustler, is certainly a credit to the craft. BILLBOARD ADVERTISING is indebted to Mr. Runey for much news.

THE INTER-STATE.

The Inter-state Bill Posters' Protective Association continues its triumphant march. Not a day goes by but records some progress, some advance. Last week nearly every bill poster in the state of Minnesota left the A. B. P. A., and went over to its young and vigorous rival. Thoroughly alarmed, the gang which dominates the old association is making every effort to stem the tide. Despite the protests of seceded members they continue to claim them and publish their names as members in good standing.

Naught is left them of Minnesota or Illinois, precious little of Wisconsin. Kentucky has no existence in fact, and the omission from the last number of the official organ is an acknowledgement of the truth of this assertion.

But one thing can save them. The election of Leonard, Castner, Tyner and Curran, and that means death to gang rule and bossism.

The Capital City Bill Posting Co., Albany, N. Y., is the style of the letter head of a "new one," which reaches us just as we go to press.

Illuminated billboards are among the possibilities of the near future. Our next issue will contain an able article on the practicability and feasibility of this class of boards.

The Inter-state Bill Posters' Protective Association invites all bill posters to attend its Second Annual Convention, at the Leland Hotel, Chicago, Ills., commencing Tuesday, July 7th, next. All will be made welcome, and none will be subjected to insults or affronts.

All the solicitors will attend the Inter-state convention—Hote, Gude, Hoke and Plato. Besides, many prominent printers and advertisers will be present.

THE LIBERALS.

- The Ticket Has Been Decided Upon.
For President, GEO. M. LEONARD, Of Grand Rapids, Mich.
For Vice-President, GEO. CASTNER, Of Syracuse, N. Y.
For Secretary, H. H. TYNER, Of Springfield, O.
For Treasurer, JAS. A. CURRAN, Of Denver, Colo.

There is no mistaking the earnestness and determination of the men back of the movement to reclaim the A. B. P. A. from the pitiable plight of ring-ridden bossism, which it is now in. The ticket they have decided on is a good one. They are all good men and true, all loyal to the Association and anxious for its perpetuation.

It is said that the gang will run Al. Bryan for President, Sam Pratt for Vice President, J. Ballard Carroll for Secretary and Frank Fitzgerald for Treasurer. What measure of truth there may be in this report we know not. It is merely hearsay on our part; but we do know that if the A. B. P. A. is to continue to exist after July next, it means the election of the entire Liberal ticket. These men only can save the organization from complete disruption.

THE POSTER IN POLITICS.

That posters can play an important part in the success of a political campaign was recently illustrated in New Orleans. The Citizens League, an association composed of leading business men, advocating reform in the municipal government, used 5000 well printed two sheet posters, and on election day their majority was over 12,000, a result far beyond their expectation. It was through the efforts of Mr. B. B. Myles, a leading salt merchant and member of the executive committee, that posters were considered. He explained the advantages poster advertising offered, and soon convinced his brother members that that was the one way to advertise

AMUSING.

In view of an article in another column, the following letter written by Thompson to Mr. D. R. Talbert, is very, very funny.

Waukesha, Wis., Jan. 22, 1896. Dear Sir—Your of 20 inst At Hand an in Reply will Make sore trouble for you through Assi Bill Postig Assi and Wis State Bill Postig Assi as we are members & if you will give us the work the Mater will be drop unless I Hear from you by Jan. 25 I will drop a Line to R. C. CamhBell, President of Assi Bill Poster Assi, Chicago, Ill., telling that you are giving to the outhter Agent the members of this Assi awaitig an Early Reply by Jan 26 96 we remain

Respt THOMPSON BILL POSTY CO. Per W. L. Thompson, Mgr.

years' experience as a bill poster here in Springfield this is the first time ever any person or firm ever paid me more than my bill called for, and I assure you I appreciate it. The only reason I did not charge you 4c was this: I am president of the Ohio State Bill Posters' Association, and I had a talk with a few of the members and we all thought it no more than just and right that we do the Enquirer work as cheap as it possibly could be done, as the paper has been very kind to us in noticing our conventions, and in fact the paper has always been very friendly to bill posters, and I can assure you I would have given you the longest possible showing on my boards if you had only given me what my bill called for.

Again I thank you, and any time the Enquirer wants any posting done they can rest assured they will receive the best possible care and the longest showing possible on my boards.

Yours truly, H. H. TYNER, Bill Poster, Springfield, O.

H. H. TYNER, Bill Poster, Springfield, O. Cincinnati, Oct. 12, 1896.

Dear Sir—Yours of the 11th inst. to hand, and in reply will say that we can return the compliment. Out of all the bill posters that we have sent work to be done, who sent in their bills at 3c per sheet, and we paid them 4c, same as we did you, you are the only one that has acknowledged the fact, and we take great pleasure in saying that any more work we have in that line, your name is on the list. Would further state, that as we are poster printers, and you are bill posters, it is to our mutual advantage that the prices of posting should be kept down as low as possible, as we find that a great objection to merchants in this city, for they say the price of the bill posting is too high and that it frightens them at once, so I think that on the question of prices you are on the safe side. I also thank you for the Ohio bill posters.

With kindest regards, we are, Respectfully yours, THE ENQUIRER CO. Per H. A.

AN EMPHATIC DENIAL.

Chicago, April 24 1896.

BILLBOARD ADVERTISING, I noticed a statement in the April issue of Campbell's sheet, over the signature of F. B. Amend, the western representative of the Beeman Chemical Co., in which the statement is made that the posting done in Chicago for the California Fig Syrup Co. and Messrs. Liggett & Meyers, was of a very inferior quality, and in justice to Mr. Schaefer, president of the Chicago Bill Posting Co., I wish to say that, in so far as the statement refers to our work, there is no foundation for any such assertion. It does not look reasonable that we would contract for a second and third month's service with the Chicago Bill Posting Co., if on checking up the first month's work we had found it unsatisfactory. I know from personal observation that the service was excellent, and I did not find occasion to cut out but one stand in the entire two months' showing we have had this far every stand was on a billboard, in a good location, all nicely blanked in, and posted in a workmanlike manner. The fact that the Chicago Bill Posting Co. is now posting their third month's billing, does not bear out the statement published in Campbell's sheet.

Yours very truly, D. R. TALBERT, Advertising Agent California Fig Syrup Co.

TELEGRAM. Chicago, April 25, 1896.

BILLBOARD ADVERTISING, 17 East eighth St., Cincinnati, O. Article appearing in April issue of Campbell's paper over signature of F. B. Amend, representing Beeman Chemical Co., reflecting on work done by Chicago Bill Posting Co. for California Fig Syrup Co. and Liggett & Meyers, is an infamous mistatement.

PAUL F. SCHAEFER, Manager Chicago Bill Posting Co.

The Grant Bicycle, made in New York, and the Fowler, made in Chicago, are among the new ones that are expecting to enter the posting field.

VOTE! VOTE! VOTE! THE CITIZENS' LEAGUE - TO THE - CITIZENS OF NEW ORLEANS! VOTE VOTE FOR GOOD CITY GOVERNMENT. FOR HONEST and CAPABLE Officials. FOR A SOUND City ADMINISTRATION FOR A Pure and Correct Registration. FOR A Divorce of City Government from Politics by Constitutional Amendment FOR THE CITIZENS' LEAGUE Ticket Against Corrupt Councilmen and All who have Supported Them. Against the Ring Rule & Ring Method. Against a Dishonest Registration, Against Favoritism to Contractors and Jobbery. Against the Corrupting Control by Ward Bosses. AGAINST THE RING MUNICIPAL TICKET. WILL A SELF-GOVERNING PEOPLE PERPETUATE THIS? AN IMPARTIAL GRAND JURY UNDER OATH HAS SAID: "Officials of the City have been and are now interested in Contracts with the City." "Franchises have been granted under the semblance of competition, when in reality competing bidders were shut out" "Contracts have been awarded without regard to the lowest bidder and the alimony of the city has been spoliated by favored contractors with the connivance of its Council. "Prospective bidders for contracts have been asked by Councilmen to add to their bids an amount sufficient to afford a percentage to them." LET ONLY HONEST VOTES BE CAST. \$100 REWARD Will be paid by the Citizens' League for the arrest and conviction of any person voting or attempting to vote in fraud and against the law at the ensuing election in the City of New Orleans, or of any Commissioner of Election for violation of the duties imposed upon him by law. THE ISSUES ARE PLAIN. DO NOT BE DIVERTED FROM THEM. C. H. YOUNG & CO., 408 CARONDELET STREET.

their platform. He was elected a committee of one to attend to the entire matter. Having written the matter, it was printed according to his ideas. They were posted on nearly every billboard and wall in New Orleans and suburbs. All day long men stopped to read, and as many as thirty people were at one time reading the poster. That this poster was of great value in ventilating the political views of the Citizens League is an indisputable fact. We reproduce the poster, for the benefit of our political readers and bill posters at large.

Lorin W. Palmer is the leading distributor in Duluth, Minn. He is doing the Syrup of Figs work for G. Runey & Son, who have charge of that city.

TWO LETTERS. The following correspondence is interesting just at this time. Some months since, H. J. Anderson sent out one-sheeted advertising the Cincinnati Enquirer. No lists were required, and no duration of showing specified. When the bills commenced to come in, they were so ununiform, that Mr. Anderson adopted a blanket price of four cents per sheet, and paid all of them at this rate. If a bill poster had charged more, his bill was cut down. If less, he got the four cents just the same. The letters which follow demonstrate conclusively that all courtesy is not dead.

Springfield, O., Oct. 11, 1895. THE CINCINNATI ENQUIRER CO. Dear Sirs—Yours, with check for enclosed, received, and I thank you very much for the extra amount sent and will say, during my twenty-two

FROM ENGLAND.

The April number of The Bill Poster, of London, England, devotes nearly two pages to an exceptionally able account of the bill posting situation in America. The editor has a wonderfully accurate and clear perception of the existing differences and various conflicting issues when it is considered that his impressions must needs be imbued, and his conclusions reached, at a distance so remote from the seat of the controversy, as to render his information scanty in the extreme.

We reproduce his editorial comment intact. It is as follows:

A Close Association.

We think our readers will scarcely fail to be interested in the internecine struggle which is at the present time waging in America amongst the bill posters. It has indeed been going on for some months, and seems likely to continue. In another column we give a summary of the controversy, as far as we can gather it from the reports which come to hand. It is a vigorous controversy, and personalities seem to be more accentuated than they were at the beginning of it, but the whole purport of it is, Can a close association be maintained? In other words, is it possible to compel advertisers to place their work in a certain given channel, or to give it to certain specified firms to the exclusion of other firms who are equally capable of doing it? There is no doubt that combination is a mighty factor, and knights of labour and employers of labour, both alike, have proved that marvellous things can be accomplished by its power, and it seems to us that the members of the Bill Posters' Association in America have determined to test combination to its utmost, even if in doing so they break the thread altogether. The question is, Can they, by organization, force a high price for their work, and by combination with each other and boycotting all firms who do not come into line with them, compel the advertisers to give their work to Association men at Association prices, and to none others? This is the line taken up by the Associated Bill Posters' Association of the United States and Canada, as we understand it. Their rule is to have one member in a city, and one member only, and advertisers must send their work to that firm, or if he does not, the work goes round and no member will take his work at any price till he has made his peace with that firm. We do not believe such a policy can succeed. The advertiser will go where he secures the best results. If the Association man can give them, to the Association man, to that man he will go, and he will not go with his money in his hand and be a suppliant for favours. If he has trouble in getting his work placed he will divert his advertising into other channels. He can live without the bill poster, and probably will do. It seems to us that a close association has a tendency to make a man careless with regard to his business, and the method with which it is conducted. He looks upon the Association as likely to stand by him, and see him through if he gets into trouble with any of his patrons. We do not think an association should ever be under even a suspicion of having this tendency. Its aims should be to make a man a better tradesman; to inculcate by every means in its power all those business virtues and practices which tend to build up and consolidate business. A man in business to do business, and wants to woo all the business he can. An association should assist him. Will it assist him by frowning on local opposition and helping him to fight it? We question it. The opposition may be vexatious, it may be unprincipled even, but if he has done his duty by his clients it will not stamp him out. If he stands against it, it must be on his merits. It may be that he locally will have to try the power of the boycott, and refuse to share work with his opponent. He knows best if he is strong enough. But each man must himself be the judge of his own circumstances, and as to what course it is best for him to adopt in relation thereto. This will be a very different thing from a central organization sending out an order to the effect that because such and such a firm did such and such a thing, in such a town, every town in this country is to refuse to have anything to do with that firm. We say welcome business from every source. Increase its volume by every means. Use combination for the high-

est ends and aims. Use it even to secure a fair and equitable price, but nothing will atone for indifferent service and unbusiness like habits, and no combination can for long bolster up any man who lacks these primary elements of successful business life.

ADVERTISING.

One may insert an advertisement in his local paper and the following day estimate how many of that article have been sold; but is that as far as advertising goes? Out of 5,000 people who saw your display advertisement, how many put in an appearance at your store in response to it? Possibly 100. The remainder, 4,900, weren't enough interested in your offerings to call upon you. But were these 4,900 that didn't call able to get away from the influence of your advertising? Some impression of your name has been photographed on their minds which will never be erased. It may be that days will pass before opportunity will permit the effect of your advertisement to assert itself, but it will surely do so. —Dry Goods Bulletin.

An advertisement might almost as well be out of sight as out of date.

Writing an effective advertisement is like packing a trunk—a good packer will get in half as much again as a bad one and still the trunk will not seem crowded.—Printers' Ink.

Advertising has become in these latter days a science, and a science that has received each year increasing attention. Men are in business for business and advertising brings it; so everybody is advertising, and naturally everybody is studying the subject.

The wide-awake merchant and the wide-awake buyer get together by the means of the newspapers and posters.

The advertising solicitor can argue with half the effort and twice the effect with an old regular advertiser than he can with a casual buyer of space. The one knows advertising judiciously done pays, the other is uncertain of the fact.

Strength, beauty, originality and truth are the necessary component parts of an effective advertisement—one that will hold the reader and convince. Without these qualities the advertisement does not fulfill its possibility.

Des Moines has at last risen to the dignity of supporting what New York's Park Row is pleased to term the "ad-smith." The modern ad-smith is the conjurer of words and phrases into such form and function that they sell goods for the progressive advertiser and retailer. The particular local ad-smith, is Mr. Emerson Du Fay, who has opened offices in the new Manhattan building, where he will dispense his services in the form of business-getting ads to the busy retailer who wishes to increase his business from 50 to 75 per cent.

The custom of buying and selling for cash is becoming more prevalent all over the country and among all classes of people. It is having its effect in newspaper advertising as in everything else, and the newspaper that sells its space for barter is regarded by the shrewd advertiser as hardly worth the having. To be sure, the exchange of patronage among commercial institutions is to be encouraged, but patronize him who deserves your patronage from point of merit and give his patronage upon the same basis. As the value of anything is more accurately appreciated from a knowledge of its worth in cash, so dealing upon a cash basis makes wiser buyers. A business house that buys and sells for cash can compute to assets and liabilities at a moment's notice and often outflanks its credit competitors by the suddenness of its change of business policy and calculation. So the advertiser that buys his space for cash is always the best satisfied.

In his speech in New York on December 19, at the D. O. Haynes' commercial centennial dinner, General Charles H. Taylor expressed the following opinions regarding the Sunday newspaper: "The size of newspapers, especially on Sunday, seems to trouble a great many people. Speak-

ing in a business sense, the Sunday paper in particular is the one bargain at which people kick because they get too much for their money. "There are various reasons why papers have grown larger, and will continue in the future. They have been growing in size pretty steadily from the beginning, and the man who calls for a small newspaper does not realize how limited, how contracted and how uninteresting the small, compact journal for which he moans was in its prime.

"It is not intended that every reader should devote his time to reading the entire contents of a Sunday paper any more than he should begin with the bill of fare in a popular hotel and eat every dish thereon enumerated. There is a convenient table of contents, and he is expected to select that which he will enjoy the most and devote his time to it, and the paper is now so varied outside of the news of the day by contribution from novelists, from scientists, from men and women in every profession and every rank of life, that all tastes can be met, and the general tendency is to improve and elevate and instruct the people who read.

"The best evidence that the size of papers, which cause so many groans, is not a mistake is shown by the fact that the largest editions are bought in constantly increasing numbers by the people of the United States. That their wants are met with intelligence and success is best shown by the fact that millions more newspapers are circulated in every year of our history."

Letters to the Editor.

Editor BILLBOARD ADVERTISING, Cincinnati, O.

Dear Sir—Some months ago we concluded to branch out a little this year, and to extend our advertising. What we have done in the past has been largely in the newspapers, but by the advice of our advertising agent, Mr. Sam W. Hoke, we decided to place a large part of this year's appropriation in bill posting.

A 15-sheet stand was designed and lithographed, advertising our George W. Childs & Cigar, and a few days after it was received by us we had a call from the representative of a bill poster of a leading city. He wanted to secure a contract for posting in his town, and we referred him to Hoke.

He replied that he would not take the work from Hoke; that he would give us direct a commission of 20 per cent; that at the best he would pay Hoke no more than 20 per cent., and that we could save money by dealing direct.

If we had to look after each town ourselves we certainly should never have considered posting for an instant. Aside from this, however, here seems to be a case of remarkable business shortsightedness. But for Hoke's advice to the contrary, he would now be spending our money in the newspapers and on the dead walls throughout the country.

We had known in the past of a number of instances where Hoke had piloted some big concerns through some successful advertising voyages, and that is why he is now in charge of our advertising. And unless the bill poster can show some cause for refusing his business we shall stick to Hoke, and advertise that town not at all, or through some other means. And no matter what the means employed, the business will be placed through Hoke's agency.

Very truly yours, HARBURGER, HOMAN & CO.

Editor BILLBOARD ADVERTISING, Cincinnati, O.

We do not see why in a town of 25,000 people that one bill poster and distributor can not make a living. We have sent letters all over the country but received no reply. We advertised in BILLBOARD ADVERTISING and other magazines but it seems that we can not get any work. We are well equipped in every way that a bill poster ought to be. We have 12,000 poles in this city that have control of; also all the billboards.

Yours truly, BALL & JOHNSON, Key West, Fla.

Editor BILLBOARD ADVERTISING,

I notice in BILLBOARD ADVERTISING for April, some comments on the mayor of Council Bluffs, and in support of your article I enclose two letters from representatives of the two largest firms in the country. Comment on them is hardly necessary, as they hit the nail on the head. I

know of many traveling men who go there and distribute by paying a small sum to the bill poster. Others, by keeping outside of police limits, have no trouble.

The judge of the Supreme Criminal Court there never convicts anybody for breaking the ordinance, but in all cases where arrests are made by the police he has always discharged the parties arrested.

The police don't trouble one now. Yours truly, G. E. FISCHER, Mgr. Fischer's Distributing Agency, Omaha, Neb.

Editor BILLBOARD ADVERTISING, Cincinnati, Ohio.

Dear Sir—I received the April number of BILLBOARD ADVERTISING. I think it is the best paper for advertisers and bill posters in the United States. I am not a member of any association yet but I will be in a month or so, and when I do join any it will be the "Inter-state" as I think it is the best of them. I think every bill poster should join it. "It's a good thing; push it along." My boards are covered with J. C. Ayer & Co.'s paper. They have the finest paper I have posted in a day's age. As soon as the snow is gone I will put up some new boards. Good luck to BILLBOARD ADVERTISING.

Yours truly, CHAS. GARLAND, (Charley, the bill poster.)

Mgr. BILLBOARD ADVERTISING, Cincinnati, O.

Dear Sir—Today we receive a copy of your April Paper and seem that notice you put in for us, you will receive an order for 12 or 24 Copies of your Paper for 5 years (nit) and we will take 1 full sheet of your Paper for the next 5 years (nit) I did not think you Correspondent in this City could do it we are very thankful for it, wish you Haphinness, thanking you for the favor We Remain

Respt Thompson, Bell Posty Co per W. F. Beuten Preas. Box 534 Waukesha wis.

The notice referred to in the foregoing letter was as follows:

"A correspondent writes as follows:

Thompson Bill Posting Co., Waukesha, Wis. has only one board, leaning against a building at an angle of about 45°. Firm is composed of Thompson himself, and he is about seventeen or eighteen years old.

The Thompson Bill Posting Co., of Waukesha, are members of the Wisconsin Bill Posters' Association, which is a subordinate division of the Associated Bill Posters' Association.

March 6th, 1896.

Editor BILLBOARD ADVERTISING, Dear Sir—The New York State Bill Posters' Association and some of its members are good things. Hood's Sarsaparilla had some distributing done in Albany last month, and the boys employed by CARROLL sold their bags of paper in a junk shop for twenty cents. One of the distributors was Carroll's brother-in-law.

There was another shipment laying in the office for two weeks, which the agent came and took away.

This is not the only case. If Dr. Miles, of Elkhart, Ind., would have it looked into in Waterford, he would find a great lot of his paper in a barn there, which was supposed to be put out by a member of the Bill Posters' Association. This is a fact, and can be proved by Yours truly,

P. S.—My name need not be used in print, but I can be relied on if called.

When the Ohio inspector of the Syrup of Figs Co., reached Mt. Vernon in that State, he found thousands of his circulars undistributed. Further investigation disclosed the fact that consignments of "Paine's Celery" booklets from the Wells, Richardson Co., of Burlington, Vt., and much valuable matter of the Dr.

Miles Medical Co., of Elkhart, Ind., had been similarly treated by the local bill poster, L. N. Headington. All the parties chiefly concerned were immediately notified.

This same inspector found only seven-teen stands out of thirty out in Dayton, O.; and in Coshocton not a sheet of the paper contracted for had been posted. After some difficulty it was recovered and shipped back to headquarters, whereupon Frank P. Hagans made a claim for \$3.00 for storage and space occupied. This is the rarest evidence of "nerve" that has ever been brought to our notice.

It is only fair to Mr. Hagans to give his side of the story, which we do herewith. Although just how he can figure Talbert owes him anything, when he had not posted a sheet of the paper, is more than we can understand. Thorough ventilation of these matters however, is always a good thing. Mr. Hagans writes as follows:

To Editor BILLBOARD ADVERTISING, Cincinnati, Ohio.

Dear Sir—Some time since I had some dealing with Mr. D. R. Talbert, the advertising agent of the Syrup of Figs Co., He informed me that he would send me work, and asked what we could use to advantage. Sent him statement of what amount of paper we could use on first class locations, and what amount of stuff I could post to advantage to him. He kept putting me off, from time to time in sending the work, and finally informed me that, as they had changed the style of stands to eights, that all he could send would be six by four stands and three sheets. While waiting on his work had occasion to use two of the locations reserved for him for a few days, and wrote him informing him what I had done. He wrote me a letter stating that under no circumstances not to post his work on any old barns or fences but to wait and post on the best boards.

On the arrival of this information, Mr. S. E. Crane, the inspector came to town and I showed him the letter, and he told me not to post one sheet until I could post the whole amount, and I told the gentleman that it would be several days before I could guarantee him a full thirty days' showing. On the day that all my boards were clear, and we were getting ready to post the syrup of Figs work, Mr. Crane comes to town and demands the paper, claiming that the company had written to him to pick up all paper not posted. This part was all right on his part but they did not give me a chance to give them a good showing and I will post no man's paper unless I can do him justice. I gave Mr. Crane the paper, explaining to him that as the boards were just clear and that I could guarantee him a thirty day's clear showing regardless of opera house or circus shows, he was obdurate and took the paper. I had reserved several boards for this week and I think that Mr. D. R. Talbert is in my debt, and wrote to him to that effect, and his answer was that he thought my demand unreasonable and had sent my letter to the BILLBOARD ADVERTISING as a curiosity. Now, my dear sir, in my experience of eighteen years of bill posting have never received such a turn down as this, and if Mr. D. R. Talbert had sent his paper as agreed in his correspondence (which is in H. H. Tyners hands at present,) the work would have been posted promptly and protected for thirty days, to the best of my ability. Trusting that you will believe this statement from a man who always tries to do honest work.

I remain, yours very respectfully, FRANK P. HAGANS, City Bill Poster.

P. S.—Please send your valuable paper to my address and will send you money order for same in next letter. Yours, FRANK P. HAGANS.

BILLBOARD ADVERTISING, Cincinnati, O. Gentlemen—The correspondence contained in another column gives my views as one of the Minnesota bill posters. We do not believe in the Boycott rule endorsed by "Breslaueer" for we stand pat for O. J. Gude Co., Liggett & Meyers, and the Inter-state. I think I speak for all the

Minnesota boys when I say the above and without fear of contradiction. I have already received more business from the Inter-state (which is still in its infancy) than I have ever received during the three years I belonged to the A. B. P. A. I have notified them they must not use my name again as belonging to the Associated. I believe in doing business on business principles but do not believe in being bulldozed or ruled by such men as "Breslaueer" who intend to do us.

Respectfully yours, HENRY J. LUDCKE, Jr.

OH, MIKE!

HOW COULD YOU DO IT?

Breslaueer wants the general advertiser to pay seven cents, but when it comes home to himself—well the shoe is on the other foot. The following letter sent us for publication shows Mike in his true colors. All that fine solicitude and anxiety for the welfare of his brother craftsmen in the small towns is gone! gone! gone!!! The last sentence tells the mournful story—"I am interested in the show." Listed and protected service for three cents! Think of it! This is the letter:

MINNEAPOLIS, MINN., March 17, 1896. Dear Sir—Shipped you five 10 1/2 sheet stands for the N. W. Cycle Show. Please post at once and mail bill to W. E. Haskell, proprietor Daily Times here, at 3c. per sheet. Please post one at depot. I am interested in the show. Yours truly, MIKE BRESLAUER.

Their correspondent will check stands in your city.

NOTE.—They threaten to expel them if they post Syrup of Figs at less than seven cents, and say they cannot post Liggett & Meyer's paper at any price, and then send out stand work at 3c. 30 days.

AND BOB, TOO.

R. C. Campbell, president of the A. B. P. A., sent thirty-five 3-sheets to Cad. F. Mevis, at Waukesha, Wis. It was "Chicago Record" paper, and called for seven days display. This paragraph appears innocent enough on its face, but discloses a world of duplicity if carefully considered. Cad. F. Mevis, to whom Mr. Campbell sent the paper, is a member of the Inter-state and is also opposition to the "Thompson Bill Posting Co., of the same city, who are A. B. P. A. people. This action on Mr. Campbell's part was not the result of a mistake or a misunderstanding. On the contrary, he did it deliberately, with a full knowledge of the condition of affairs in that city. He did it because Mevis could give him the best service at the lowest figure, and he was actuated by sound business principles therein. But he demonstrated at the same time that all of his fine talk about loyalty to the A. B. P. A., and all of his you stick to me, etc., nonsense is pure rot and buncombe.

Miller Bros., of Columbus, O., posted Syrup of Figs paper in that city. The inspector for the Syrup of Figs Co., after describing in detail the miserable manner in which the paper was handled, sums the situation up in the following words: "This is one of the worst jobs I have ever seen."

SUCCESS THROUGH POSTERS

BY SAM W. HOKÉ.

One of the best arguments that I have used lately in favor of billboard advertising is the phenomenal success of the New York Journal during the last few months.

When this paper was purchased by Mr. Hearst its circulation was practically nothing. It now exceeds 240,000 daily.

The new management adopted an aggressive policy, and pushed the paper in every legitimate way. Their first step, before advertising widely, was to strengthen the paper itself; new talent was secured in every department, and a newspaper was produced that was the equal, if not the superior, of anything on the newsstands. Thus when a reader was secured he was likely to continue.

As soon as the publication was just about as the publisher wanted it, he began to use the billboards. The platforms on the L. roads were also used; other papers were using the L. platforms, but the Journal used two, three, four, half a dozen of the boards instead of a little measly one. The Journal changed its poster frequently, sometimes as often as three times a week.

Three or four lithographic houses are constantly keeping a part of their forces busy on the Journal posters. One of their very striking displays was a 28-sheet birds-eye view of Greater New York, showing the Journal "covering" it.

Their Easter poster was a most beautiful conception—in fact it was, if possible, too beautiful—too dainty, for a proper poster effect. But it, or something else, sold out the entire Easter edition, and a hundred thousand more could have been sold if they could have been produced.

One of the most noticeable effects of the Journal's wonderful growth was the reduction in price of the World. Some two months ago its price was reduced to 1c a copy "in Greater New York. The Journal sold at "1c. Everywhere," and put out howling big posters to that effect. On April 15 the World, continuing to follow, announced that "now the price of the World is 1c. everywhere."

The advertising of the Journal has been almost exclusively posters, supplemented occasionally by circulars sent through the mails, under letter postage. One of the circulars enclosed a new one-cent piece, and asked the recipient to use it to purchase a copy of the Journal and thus convince himself that all its claims were well founded. The columns of the other newspapers were not used, or, if at all, very sparingly; some folks say that the newspapers were not used because jealousy on their part caused them to refuse the business, and thus forced the Journal to resort to posters.

If this statement is correct the Journal owes them a debt of gratitude beyond the possibility of repayment.

We are entirely out of the March issue of BILLBOARD ADVERTISING, and desire two for our files, for which we will pay twenty-five cents each. Mr. M. J. Dooley of Atlanta, is also very anxious to secure a copy. Of 222 copies printed in excess of our orders on hand March 1st, not one remained unsold April 1st.

HERE AND THERE.

D. R. Talbert speaks in the highest terms of the excellent service rendered him by Messrs. F. M. Groves & Co., of Evansville, Ind. They are members of the Inter-state Bill Posters' Protective Association.

P. F. Schaefer, of the Chicago Bill Posting Co., now controls Bour & Co.'s billboards on the Illinois Central R. R., which were formerly controlled by the American Bill Posting and Advertising Co.

Geo. Leonard, of Grand Rapids, Mich., and Walker & Co., of Detroit, both posted Syrup of Figs paper, and did it well.

Wesley Bronston, 71 Sheridan Avenue, Toronto, Ont., receives subscriptions to BILLBOARD ADVERTISING.

An exceptionally able article on the advantages of advertising by means of posters and distributing matter, by Dana M. Baer, manager of the Luerne Advertising Co., has been crowded out of this issue. We hope to present it in our next.

The announcement by the President of the A. B. P. A. that he would expel members under certain conditions, has only provoked a broad smile among the rank and file.

The American Advertising and Bill Posting Co. claim to have billed Ringling Bros.' Shows in Chicago exclusively. Reliable persons inform us that Schaefer's boards are loaded with it.

J. F. O'Meara, of Jersey City, has issued a model location list. It is very handsome.

L. D. Hoeffler, of Meridian, Miss., has put out a novel brochure advertising his bill posting business in that city. It is nothing more nor less than a business directory of Meridian. It gives its resources, chief industries, population, suburbs, and tells the advertiser why he ought to put Meridian on his list.

Geo. H. Bubb, the city bill poster and distributor at Williamsport, Pa., has just added a new seven horse power boiler for making paste. He has the city covered with the paper for H. J. Heinz & Co., of Pittsburg, the picklers and preservers; Philadelphia Press three-sheets, announcing their ten thousand dollar story, Sons' Fathers, Armorside Corset eight-sheets, to be followed by Sweet Moments Cigarettes, and Sugartown Mineral Spring Water.

AMONG THE AD-SMITHS.

Jed Scarborough, of Brooklyn, N. Y., was awarded the \$100.00 prize offered by Jos. Wetter & Co. for the best sixteen-page booklet, advertising their numbering machines. As there were forty-seven contestants, Mr. Scarborough has occasion to feel on particularly good terms with himself. He has done much that is clever in his line, and what is more to the point, much that is original and novel. We have had occasion in the past to speak oftenly of him, and it affords us great pleasure to chronicle his most recent triumph.

Billboard Advertising

PUBLISHED MONTHLY AT
127 East Eighth Street, Cincinnati, O., U. S. A.

BILLBOARD ADVERTISING CO.,
JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:
Advertisements will be published at the uniform rate of twenty-five cents per square line, except in the classified columns, where special rates prevail. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57, Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Brelano's, 17 Avenue del Opera. The Trade supplied by all News Companies.
Remittance should be made by cheque, post-office or express money order, or registered letter.
The Editor cannot undertake to return unsolicited manuscripts.
When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by reverse to the Donalson Cipher.
Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 29th, 1895.

MAY, 1896.

THE poster continues to find increasing favor in the estimation of advertisers at large. Every week brings forth fresh and indisputable evidence of this assertion. Everywhere we see the signs of the awakening. Old established houses of prestige, standing and conservative methods, are one by one discarding the hide bound usages which have heretofore governed the apportionment of their appropriations for advertising, and are adopting the potent and all-powerful poster. We find many of them speaking of it as the new medium of publicity. Others extol its promptness. Some few endorse it on the score of economy, but all agree that it brings more results for less outlay than any other means at the command of the advertiser.

The press devotes more space to it than any other one topic of discussion with the single exception of politics. It is to be regretted that so much wanton twaddle about "poster art" and the "new poster" finds publication. Beardslayism and Bradleyism, which by the way, is merely Beardslayism over-Beardslayed, is not art, nor will it ever be regarded as such. It is merely a bastard freakish fad, the fruit of a brilliant fancy, prostituted to imitative Japanese ideals, impressionistic methods, and an utter abandonment of real artistic technique. But while one regrets the waste of so much valuable space, he cannot but rejoice at the widespread interest it is evidence of.

It is a strange fact that the only hindrance to the further progress and final triumph of the poster, is offered by bill posters or rather by an association of bill posters.

What is true of conventions and associations the world over is also true of those of bill posters. The man of audacity,

he who is egotistical, glib of speech and possessed of a ready tongue, takes precedence over the careful thoughtful men of real depth and discernment, who would never even think of indulging in misrepresentation, or distorting facts and conditions.

The thoughtless, with open-mouthed wonder, drink in the words of the blatant ignoramus who dares with bold effrontery to assail the capably prepared measures and carefully considered statements of well-balanced men, founded on sound theory and tested by long experience.

The question is put, the vote is taken, and the association is committed to the endorsement of men and measures which are immediately repudiated by the members individually as soon as they have weighed the matter and coolly considered its various phases.

A TRADES paper is therefore often a tower of strength to a craft. If it be actuated wholly by loyalty to duty that reaches out always toward the betterment and uplifting of the interests to which it is devoted, if it believes fully in the benefits accruing from honest disputation, and accords both sides of all important questions a fair and full opportunity of expressing their views and obtaining a hearing from the craft at large, then indeed it is of more importance, more real service, than any one or any number of conventions. The real merits of a measure are brought out with greater distinctness and prominence, by calm and exhaustive argument and reasoning, than any other known method.

This paper has views, radical views, but that has never prevented any one who opposed them from obtaining a hearing through its columns, and it never will.

PURE food exhibits and bicycle races are going to be strong features at the fairs this fall. Many fairs are going to make a specialty of both. The pure food exhibit is not a fad or passing fancy, neither is the bicycle, and those fairs that devote a proper amount of favor to both, will be surprised at the popular approval that will devolve upon their efforts. Exhibits of bicycles will be made at all fairs featuring bicycle races and applications for space will fairly rain in on the society that conducts a well ordered pure food exhibit on proper lines, if they will make their intentions known.

Taken all in all, the outlook for the fair season is especially promising just at this time. Indications all point to highly profitable and successful outcomes of the various ventures already launched.

Mr. Campbell's paper continues to publish Inter-state members in the A. B. P. A.

While we recognize that there may be honest differences of opinion on all subjects of inquiry, and that we should be tolerant of those who differ from us, it does not follow that all opinions are entitled to equal respect. Each is to be judged by itself and on its own merits. We may, and indeed should, dispute the opinion that we believe to be erroneous, that out of the debate we may reach the truth, whatever it may be. But this does not imply intolerance exhibited toward those who hold the wrong opinion, especially when we know they are conscientious and have done some honest thinking on the subject. We should rather welcome those who dispute with us because they honestly disagree with us, than the so-called friends who play upon our vanity by pretending to agree with all we say.—*Minneapolis Times.*

I have always believed that it is possible to unite success in business with strict moral integrity. I am aware that many people think that . . . a man may do things in his public employment which he will not think it right to do in his domestic or private life. I do not agree with this view; and if the record of my life has any value, it is in showing that at least it is not necessary to success in business that a man should indulge in "sharp" practices. But even if it were necessary, still it would not follow that it was worth while. We cannot afford to do or say a mean thing. There are higher satisfactions than the mere getting of money, and riches cannot compensate a man for the consciousness of having lived a dishonorable and selfish life.—*George W. Childs.*

Neither let us be slandered from our duty by false accusations against us, nor frightened from it by menaces of destruction to the Government, nor of dungeons to ourselves. Let us have faith that right makes might, and in that faith let us to the end dare to do our duty as we understand it.—*Abraham Lincoln, 1860.*

NEW BUSINESS IN NEW YORK.

The Columbia Bicycle four-sheet and Liberty Bicycle 8-sheet are being placed by Gude.

L. E. LaTour & Co. have the sign privileges in the Polo Grounds Base Ball Park this year as in the past, and are filling up with some very beautifully painted ads.

The Cupid Cigarros, made by D. Buchner, is placing a two-sheet in New York, to be followed by larger paper. Other cities will be used also.

Thompson's Glove - Fitting Corsets, made by Langdon & Batcheller, are being advertised in all large cities by an attractive three-sheet, and in all villages by a one-sheet. The business goes out for two or three months, to be duplicated in the Fall. New York City gets five hundred of the three-sheets.

Hawes Hats will probably use an eight-sheet in future, instead of a one-sheet. The work will be looked after by Sam W. Hoke.

The Henry Zeltner Brewing Co. is having a new poster made.

Some years ago the strongest of the New York dailies, including the *Herald*, refused to pay commissions to agents. Those that refused found after a time that the other papers were getting all the business. The bill poster who is busy is apt to feel a little independent too, but don't forget there is a to-morrow.

THE MAN WITH THE DOLLAR MARK.

Sam W. Hoke is shown on the title page of this issue of BILLBOARD ADVERTISING fondly gazing at his dollar mark, and figuring as to ways and means of scattering large quantities of the article of which this is the symbol, among the advertisers and bill posters of America.

Mr. Hoke—beg pardon, Sam W. Hoke, is one of the few display advertisers who has also had a thorough schooling in all other branches of the advertising business, his experience beginning when scarcely more than a boy, in a newspaper office in Louisville, Ky. Since then he studied the subject from the inside, as it were, in theater programmes, car signs, trade papers, magazines, etc., etc.

Some ten years ago the question of display began to interest him, since which time his efforts have been largely in this field; all this time he has recognized the fact that display can never fully take the place of newspaper advertising, especially for unknown articles. Display can make the article known, but there is not the chance to go into details, offer arguments and make long talks, so often necessary to convince the skeptical. And for this reason he recommends the newspapers as an adjunct to display, or display as an adjunct to the newspapers, especially for an article where argument can be used.

For a number of years Mr. Hoke was with the R. J. Gunning Co., during which time he saw that concern grow from a Bradstreet rating of \$4,000 to their present eminence of a quarter of a million.

During the World's Fair year the president of the Admiral Cigarette Co., with a force of salesmen, came to Chicago, prepared to open warfare upon the enemy, and the Admiral's advertising was placed in the hands of Mr. Hoke, who also placed it for St. Louis a little later. So well pleased were the Admiral people that in March, 1894, they placed him in charge of their entire advertising appropriation.

And that is how Hoke happened to leave the booming West for New York. After a little more than a year's service for the Admiral, Mr. Hoke thought he saw an opening in New York City for a system of wall sign advertising, and he now controls more such space in that city than all others combined, with one exception.

During the year he has been in business "for himself" Mr. Hoke has worked up quite a large bill posting and newspaper business in addition to his wall advertising, and so strongly is he impressed with the value of bill posting that he is now seriously considering the advisability of doing an exclusive brokerage bill posting business, or in any case of making this his specialty.

BANG!

MINNESOTA FIRES THE FIRST VOLLEY.

Wisconsin will be second, with Illinois to follow—Great victory for the Inter-state Bill Posters' Association—The Minnesota State Association leaves the A. B. P. A. and goes over in a body to the Inter-state.

The following resolutions were sent us for publication without solicitation or inducements of any nature on our part: NOTICE TO ADVERTISERS.

Whereas, a certain paper in Chicago continues to publish our names as charging no less than seven (7) cents per sheet; and,

Whereas, we believe it to be the cause of our not securing more business; therefore,

Be It Resolved, that we, the undersigned, hereby give notice that we are members of the Inter-state Bill Posters' Protective Association, and our prices are the same as adopted by the said Association, which is as follows:

POPULATION	
1,000 to 5,000	3c pr sht.
5,000 to 10,000	4c "
10,000 to 20,000	5c "
20,000 to 40,000	6c "
40,000 to 60,000	8c "
60,000 to 150,000	9c "
150,000 and over	12c "

Signed,
Jacob Fink, Faribault and tributaries.
H. N. Ensign, Northfield, Minn.
E. N. Morehouse, Owatonna, Minn.
P. H. Zender, Austin, Minn.
W. S. Elkins, Rochester, Minn.
J. A. Hutton, Albert Lea, Minn.
J. T. Owens, Wells, Minn.
Henry Werner, Winona, Minn.
W. M. Cline, Red Wing, Minn.
H. J. Ludcke, Jr., St. Peter, Minn.
Sauk Co. B. P. Co., Baraboo, Wis.
John D. Lawe, Kaukauna, Wis.
Appleton B. P. Co., Appleton, Wis.
P. B. Haber, Fon du Lao, Wis.
John Mallory, Green Bay, Wis.
John B. Hebert, Menominee, Mich.
City B. P. Co., East St. Louis, Ill.
G. M. Stark & Son, Jacksonville, Ill.
G. Runey & Son,
Chicago Bill Posting Co.

Chas. C. Maxwell, Lincoln, Ill.
Richard Wahler, Freeport, Ill.
C. E. Perry, Bloomington, Ill.
O. J. Johnson, Galesburg, Ill.
Frank P. Myers, Danville, Ill.
Lou Roley, Pana, Ill.
L. E. Tieman, Belleville, Ill.
H. F. Malinski, Cairo, Ill.
Seldon L. Nye, Champaign, Ill.
A. J. Turner, Carlinville, Ill.
Huie-Stout Sign Co., St. Louis.
City Bill Posting Co., Mankato, Minn.
C. H. Brown, Mupleton, Minn.
A. D. Goodman, Waseca, Minn.

A PROTEST.

Accompanying the above resolutions, we also received the following protest:

Minnesota Bill Posters' Association.
Prices, 30 days' showing, listed and protected.
Bill Poster. City. Pop. Price
L. N. Scott, St. Paul, 150,000, 12c
M. Breslau, Minnea'lis, 190,000, 12c

"COPY."

Milwaukee, March 27th, 1896.
Dear Sir—Mr. William H. Stoddard, Janesville and Mr. Thompson, Waukesha, inform me that Mr. Talbert, advertising agent of the California Fig Syrup Co., has given the posting of his paper to their opposition. Both being members of the Wisconsin Bill Posters' Association, would respectfully request that you, as a member, refuse to post said paper 'till satisfactory arrangements are made with these gentlemen.
The motto of the A. B. P. A. is: "You stick to me, I'll stick to you."
F. FITZGERALD, Secretary.
E. A. HARTMAN, President.

CALIFORNIA FIG SYRUP CO.:

Gentlemen—We, the undersigned, members of the Inter-state Bill Posters' Association, do not believe in the above method of doing business. We believe the advertiser has the right and privilege to place his paper with whom he pleases, so long as he gets satisfactory service.
The motto of the Inter-state is: "Prompt and reliable service at equitable rates."

Signed:

S. H. Barnheat, Appleton, Wis.
P. B. Haber, Fon du Lac, Wis.
W. Lansing, Neenah, Wis.
Appleton B. P. Co., Appleton, Wis.
John C. Lawe, Kaukauna, Wis.
Spencer B. P. Co., Janesville, Wis.
Harry Burnell, West Superior, Wis.
W. S. Schmidt, Menominee, Wis.
Sixton Bros., Marshfield, Wis.
O. A. Cole, Stevens' Point, Wis.
Waterburg B. P. Co., Elkhorn, Wis.
H. F. Malinski, Cairo, Ill.
Chas. C. Maxwell, Lincoln, Ill.
Warren & Austin, Effingham, Ill.
Murray Bros., Geneseo, Ill.
Frank P. Myers, Danville, Ill.
A. J. Turner, Calinville, Ill.
O. J. Johnson, Galesburg, Ill.
H. J. Schneider & Co., Oak Park, Ill.
Lou Roley, Pana, Ill.
L. P. Carl, Harvard, Ill.
Victor Janney, Marshall, Ill.
J. M. Enck, Vandalia, Ill.
Richard Wahler, Freeport, Ill.
Chas. Hogue, Matoon, Ill.
Edwin E. Lewis, Flora, Ill.
Chicago B. P. Co., Chicago, Ill.
Miller Bros., Rock Island, Ill.
City Bill Posters, E. St. Louis, Ill.
Huie-Stout Sign Co., St. Louis, Mo.
J. A. Fuller, Albert Lea, Minn.
Jacob Fink, Faribault, Minn.
Morehouse Bros., Owatona, Minn.
C. H. Brown, Mapleton, Minn.
H. Zender & Son, Austin, Minn.
H. U. Ensign, Northfield, Minn.
Wm. M. Cline, Red Wing, Minn.
H. J. Ludcke, Jr., St. Peter, Minn.
Mrs. V. C. Seward, Stillwater, Minn.
A. D. Goodman, Waseca, Minn.
Henry Werner, Winona, Minn.

Editor BILLBOARD ADVERTISING,
Cincinnati, Ohio.

Dear Sir—Business is humming. Our local merchants are thoroughly alive to the healthful results to be derived from the billboards. We have just completed the erection of several new 7x4 stands and 100 one-sheet lithograph boards. The stands are all put together with twelve inch dressed lumber, with cap and weather strip. The one-sheet boards are made of one inch stuff dressed and with three cleats across the back. On each of the boards we had stencilled in large letters, "This board is owned by Spaulding & Gordon, Licensed City Bill Posters. Post No. Bills." We found it necessary to put up these boards to supply our constantly increasing local patronage.

This month we closed a nice contract for a monthly showing of ten stands for the Golden Rule Store, a large department concern of this city. We also had the pleasure of a call from Mr. A. S. Kohlund, the genial agent for the Walter L. Main Shows, which plays here June 22d. Mr. Kohlund was shown about the city and before leaving contracted with us for 15000 feet of billing space.

Take the majority of the bill posters and they do not know how profitable they can make their local business. Why it is their "staff of life," that is if they care for any more than exist. Let the bill poster get his boards in shape to make a good showing of several local billings at the same time, take the utmost pains with the making of the billings, blank it in well, save out enough paper to make the renewals as often as necessary and then take a little time and show your customer just what you have done for him, give him the evidence of work done, and he will come again. Mr. Bill Poster you are not working a directory or hotel register dodge, but a legitimate business; seek to bring your business up above the level of the fakir, do your share in making it legitimate, and in a short time your local paper—your only rival—will be giving you a hand. We have tried it and have succeeded.

A good way to work the trade is this: See the different merchants with a good line of commercial posters at least once a week, Monday or Tuesday without fail. If the bill poster is not a good solicitor get a man to do the work and give him the commission on the posters and then do the billing at your regular rate. When the posters arrive from the lithographers make your billing promptly, taking particular care that some of the posters are where your customer will not fail to see them. In this way Smith, the clothier sees Jones' posters, reads of his wonderful \$10 suit and the result is, Smith takes 200 of the "latest" the next time the solicitor calls and you Mr. Poster are \$500 ahead. Another good scheme which we use to splice in with, is to make your customer a proposition to give him say ten stands to be properly blanked in, and in the centre or corner of each stand place one of those elegant three sheet lithographs, appropriate to the customer's business, then have your painter paint in your customers copy, in colors using water colors or printers ink thinned with benzine. The entire cost will be about \$2.00 per stand. Charge your customer \$5.00 per stand for a 30 days showing and he will have to acknowledge, if you have done your work well, that it is the most value he ever got out of a like amount of money spent in advertising. The above are only a few of the many ways in which the wide-awake billposter can make a winning.

Very truly yours,
SPAULDING & GORDON.
Boise, Idaho, April 20th.

New York City Wall Signs.

My wall ads here at home are the biggest, the brightest the most prominent, and in every respect the best advertising obtainable for the money.

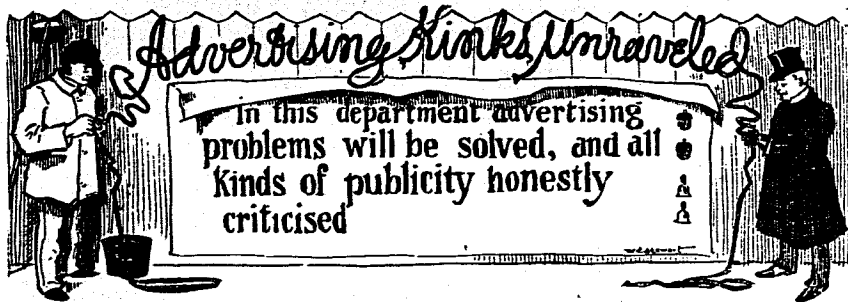
I can give a display of a hundred thousand feet, or more, or less, and a search warrant will not be necessary in finding the ads.

My painters are the highest priced men in the trade, and my paint is good paint.

I don't say that you MUST patronize me, but I do say that your interests point that way.

My prices are right.
Sam W. Hoke Wall Ads
87 Nassau St., New York.
Telephone connection.





Conducted by W. CHANDLER STEWART.

SPECIAL NOTICE.—All matters and correspondence intended for this department should be sent direct to W. Chandler Stewart, 4114 Elm Avenue, Philadelphia.

DOING IT RIGHT.

A circular distributor of St. Louis sends me his letter heading for criticism. The printing of this letter head is only "so so," yet it is one of the strongest trade stimulators I have seen for a long time. Prominently displayed in a cut of a uniformed carrier delivering a circular to the housewife, is the motto "Do it right, or not at all." If the firm lives up to this motto the time will come when they will be "doing it all," and their page advertisement every month in **BILLBOARD ADVERTISING** will draw them trade from all over the country.

A lecturer wants to know the best way to advertise his course of three lectures on travel. The *Chicago Times-Herald* recently asked several prominent Chicago divines their opinion as to the best method of advertising a church. The general trend of opinion appeared to have been in favor of the poster. As it is only a step from the pulpit to the lecture platform, I would advise the poster as the chief mode of publicity; but, after your posters have been well displayed, I would generously distribute throughout the city, an interesting four-page folder, artistically and entertainingly illustrated.

A LIVE RETAILER.

While the great millionaire department store proprietors of the large cities hustle day and night in order to make their business a success, the smaller retailers sit around and wait for trade to come to them. Some of these merchants of the smaller cities advertise, it is true, but it is done in such a half-hearted way that it really don't count. Even those who have their advertisements prepared by prominent advertisement writers do not back up their advantage with personal hustle, and half of them don't even follow out their writer's ideas. Yesterday I received a letter from one of **BILLBOARD ADVERTISING'S** readers that makes me feel that the smaller merchants are beginning to appreciate the great value of advertising—when it is done in the right way. At any rate, my correspondent, Mr. Abner H. Graham, has "tumbled" to the power of the paint brush and type, and they are not going to get rusty in his hands. He is the proprietor of Graham's Cash Store, of Milltown, Maine. Though only in business two years, he has one of the largest stores, and is decidedly the most progressive merchant in that part of the country. Paint bristles on every barn on the roads to the town with Graham's method and Graham's prices; every street car tells of his merchandise; the newspapers get their

share of his publicity, and the circular distributors are even giving his townspeople some new advertising novelty of his. His latest scheme is worthy of imitation in other towns. There is an ice company in Milltown whose wagons serve the people of that town as well as those of three near-by towns. Every morning those ice wagons drive up to Mr. Graham's store door, before they start out on their routes for the day, to have large signs tacked on either side of them. The signs tell of one special bargain Mr. Graham has to offer for that day. Do you wonder that the people can't get away from such a man?

AN AD FOR DRUGGISTS.

Speaking of good advertising, the *Walther Printing House*, of Philadelphia, sends me a copy of the best and most economical advertising medium for retail druggists I have ever seen. It is a syndicate newspaper, full of information and advertisements that should sell goods for any druggist. By changing a word here and there, each druggist has a paper, especially devoted to his store—a paper that will be read and kept, where an ordinary circular would be thrown aside.

HOW ONE BILLPOSTER STARTED.

Mr. T. M. Young, of the *Southern Advertising Co.*, writes that they started the merchants of Manning, S. C., to using the billboards by showing them samples of commercial posters from one of the large lithographers. Now the merchants find that the billboard displays pay them, and advertise right along. "Papers reach the classes; posters reach the masses," is Mr. Young's motto. Knights of the paste brush in other towns could increase their business by following the Young brother's example.

"BILLBOARD ADVERTISING" WILL HELP.

To the billposter who can't see any further than a certain facial projection, this article may sound like a selfish "puff" for **BILLBOARD ADVERTISING**. But the wide-awake, go-ahead poster will see the advantage of introducing this paper to the advertisers of his city. The average merchant looks upon bill posting as only fit to advertise soap, tobacco and theatres. If he could be induced to become a reader of **BILLBOARD ADVERTISING**, he would soon become educated to the great merits of the boards, and the poster would profit accordingly.

The Campbell Preserves Co., of Baltimore, are going to post the South.

T. R. DAWLEY.

We present to our readers, on the third page of this issue, a likeness of Mr. T. R. Dawley, president of the Great American Engraving and Printing Co., representing the oldest Show Printing House now in this country. Mr. Dawley having established the business in 1857 nearly where it is now located. The plant managed by Mr. Dawley, although, perhaps, not the largest, is probably better equipped and adapted for promptly executing orders for all kinds of show printing than many of much larger pretensions, and the trade of the office extends around the world, having branch offices in Liverpool and London, England, Paris, France, and Berlin Germany. A person not familiar with this branch of the printing business can hardly realize the magnitude of some orders executed by the Great American Engraving and Printing Co. We have been told that this office once secured and executed an order for what is called a 144-sheet poster in five colors. This poster was 161 feet long and 9½ feet high, and it required 720 blocks 27½x39½ inches to make. It required more than 7,200 feet of lumber. To print only one-thousand copies it required 288 reams of 60 lb. paper, or a total of 17,280 pounds, and as it had to go through the press 720 times, it required 72,000 impressions to complete 1,000 copies and about 10 tons of costly ink. Each poster cost about \$15 each, without counting the engraving. This company have just printed for the I. N. Corset firm an edition of 100,000 mammoth posters. Some years ago they printed an edition of 200,000 for another firm at a cost of some \$1,000. Mr. Dawley is a resident of Griswold, Conn., where he owns real estate and is proprietor of a large country store.

Sam W. Hoke Gets Commissions.

The April issue of Campbell's paper, states that Van Beuren, Munson, and Reagan & Clark refuse to pay commissions to Sam W. Hoke on bill posting that he may send to them. Of course, Mr. Stahlbrodt would like this to be the truth, but all the same, Hoke's paper goes up right along, and Hoke pays regular rates, less regular commissions, 16½ per cent. on short orders and 20 per cent. on orders of three months or more.

Harry Munson Home Again.

After an absence of a number of months Harry Munson returned to New York, looking as robust as ever, and a great browner. During his absence the business has been ably conducted by Wm. Lowden, who was instrumental in forming the association of New York's three bill posters into a defensive organization.

Jno. D. Plummer, manager of the street car advertising in Asheville, N. C., has recently secured control of the billboards in that city, and will conduct the two together, under the name of the Asheville Advertising Agency.

Asheville is one of the most popular mountain resorts East of the Rockies, and at all times of the year—winter and summer—it is filled with pleasure and health seekers from all parts of the country. It is a busy, growing place, with up-to-date ideas, having a population of 15,000 residents, and half as many visitors the year through, and Mr. Plummer promises that under his management, there will be a billboard business creditable to the place, and a showing hitherto unknown there.

The *Chicago Bill Posting Co.*, of Chicago, has shipped over 1,000 24-sheet stants; 250,000 ½-sheet snipes; 110,000 one-sheets.

The service given by the members of the Inter-state has invariably been good. They have just closed a contract with the Moxie Co., Lowell, Mass., 50,000 one-sheets for city and country work.

We are, dear sirs,
Yours very truly,
AUSTRALASIAN ADVERTISING CO. (LTD.)
W. KEMP, M'gr & Sec'y.

GOOD FOR YOU.

Paper for Santal Midy Capsules Remedy and Big G has been refused by the American Advertising & Bill Posting Co., of Chicago. We have found so little to commend of late in the actions of the erratic genius who manages this concern, that we eagerly seize this opportunity of tendering our congratulations. We also heartily coincide with his observation that the sooner all bill posters do likewise, the better.

The *Chicago Bill Posting Co.* is building boards as fast as five gangs of carpenters can put them up.

CANADA.

Canadian Bill Posters have left the A. B. P. A., and organized an independent association of their own. And the "gang played on."

DISTRIBUTORS' CHAT.

There is a large sized row on in the ranks of the International Association of Distributors. One faction has called a convention to meet at Springfield, O., in June. The other issues a call for Chicago, July 23d.

While internecine strife of this nature is deplorable and unseemly, the members in general, owing to the lethargy that has possessed the Association, and especially some of the officers, for the past six or seven months, are inclined to welcome anything that promises to bring about a change. The outcome will be watched with interest. There is certainly much need of greater zeal and efficiency on the part of those in control of the organization.

Vansyckle & Hole, of Indianapolis, have executed the following contracts within the two months just passed. Distributing: G. A. & P. Tea Co., 64,000; C. I. Hood & Co., 60,000; Lane's Family Med. and Kemp's Balsam, 30,000; Geo. E. Mitchell, Novelty Plaster Works, 30,000; Dr. Williams' Pink Pills, 28,000; Paine's Celery Compound, 25,000; Syrup of Figs, 25,000; Peruna, 22,000; Dr. Chase's Blood and Nerve Food, 20,000; Progress Clothing Co., 17,000; Crown Baking Powder "Purveyors," 10,000; *Chicago Chronicle* sam. copies, 3,900. Tin signs: Battle Ax Plug, 10,000; Quaker Oats, 5,000; Wheelmen's Co., Bicycles, 3,000.

A movement looking to the reorganization of the International Association of Distributors has been inaugurated.

A correspondent writes as follows: The announcement that a meeting of the International Association of Distributors would be held at the Leland Hotel, Chicago, commencing July 22d, is met with popular favor by all the members who have the interests of the Association at heart. Although this meeting was not called by the Board of Directors, it was timely, and judging from the way certain officers are inquiring by whose authority such a meeting was called, they must think something is going to drop—in fact, something will drop.

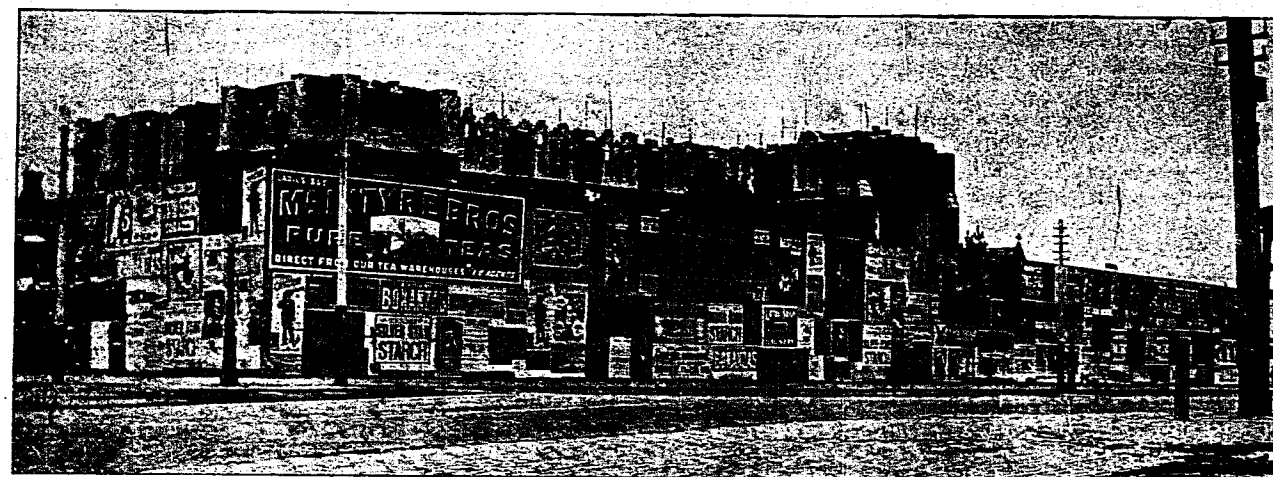
The members of the I. A. D. want and will have a set of officers that will attend to their respective duties as becomes efficient and honest men. They are tired of paying dues and not getting anything in return. Some of the old officers are like a mill stone to a man's neck, or like a leach sucking the life-blood of this Association. It is proposed at this meeting to adopt a sliding scale of membership fees and dues, which gives the distributor in the small towns and villages an equal share of expense to bear in proportion to the population of the territory he works in. Another improvement of this new movement is to establish permanent headquarters, with a paid stenographer, in charge of the Secretary, the Secretary to serve gratis. With this plan members will at all times receive prompt attention, and will be kept posted as to what is going on in the distributing world. Their names will be kept before the advertiser.

This meeting will undoubtedly be the largest gathering of distributors ever heard of, and a general invitation should

be issued to all the reliable men of the craft. It would give them a chance to get acquainted, and the result would be a benefit to every one. As Chicago is the headquarters of many large advertisers, the distributors could kill two birds with one stone by soliciting business in person. Every member should put forth his best efforts to make this movement a success, both by attending in person and getting others to attend.

Henderson, Minn., Mar. 13, 1896.
Editor of **BILLBOARD ADVERTISING**,
Cincinnati, Ohio.

You may state through the columns of the "Only," that G. Runey & Son, Waukegan, Ill., have distributed and covered 125,000 pieces of advertising matter throughout Minnesota, including Minneapolis and St. Paul, for the Syrup of Figs people; and 125,000 for the "Elastic Starch" people, for E. Reeves, Gen. Adv. Agent, Elastic Starch Co. We also have contracts for both of the above firms in all the principal cities in Wisconsin, and will complete that state this month. G. Runey & Son are enthusiastic International Distributors' Association members, and prefer to do the work themselves rather than give it to any one not members of the International. Good distributors are as essential as good bill posters, and we believe the distributors need purifying and classification.
CLARENCE E. RONEY.



LARGEST BILLBOARD IN THE WORLD.

New Orleans, La., April 13, 1896.
W. H. STEINBRENNER,
Cincinnati, O.

Dear Sir—Is the International Association of Distributors of North America still in existence? Since we sent our dollar for membership we have not heard a word except a notification of our election to membership.
We would like to hear from you on the subject. We expected to do considerable business through them. Awaiting an early reply, we are,
Yours very truly,
C. H. YOUNG & CO.

To the members of the International Association of Distributors:

How many of you have had the same experience as C. H. Young & Co.?
How many of you paid your dues the last six months?
How many of you derived any benefit there from?
How many of you wrote the president, secretary and treasurer?
How many of you waited weeks and months before you received a reply?
How many of you ever received a reply at all?
How many of you ever received a copy of the Constitution and By-laws except what I and the two assistant secretaries sent out?
How many of you knew that the secretary claimed \$1.00 per day for his services?
How many of you found anything in our laws that entitled said secretary to said \$1.00 per day?
How many of you ever heard from the secretary except to receives your receipts for dues paid?

How many of you ever received the money back you paid the *Circulator* for subscription and advertising?
How many of you ever received any information outside of what the two assistant secretaries and solicitor gave you?
How many of you knew that most of the time that said officers were using their own money to give said information?
How many of you know that the association advertisements run in **BILLBOARD ADVERTISING** were paid for out of personal funds?
How many of you are there that are not disgusted with the ways Durboraw and Boorum, have run or not run things?
How many of you are foolish enough to pay any more dues to the secretary, so he can keep it as his imaginary salary?
How many of you are willing to attend a meeting, if called by President Boorum?
How many of you blame me for bolting?
How many of you are going to stand by what is right and just?
How many of you will attend our meeting at Chicago?
How many of you will attend the other meeting, if there is one?
I could ask a thousand more such questions, but what is the use? I will let you ask the rest yourself.
I must ask you one thing more: Are any of you willing to let this state of affairs exist another year, or are the members to own this association? I, for one, will not stand it any longer, that is why I, and a large majority of our association

called a meeting at Leland House Chicago, July 22nd, 1896, and I herewith extend an invitation to all the loyal members of the International Association of Distributors to attend.
W. H. STEINBRENNER.

Chicago, April 23rd, 1896.
Editor **BILLBOARD ADVERTISING**,
Dear Sir—I would be pleased to vouch for Mr. W. H. Steinbrenner of your city, as a reliable man to entrust with distributing work. I consider him worthy the confidence of advertisers generally.
Very truly yours,
D. R. TALBERT,
Advertising agent,
California, Fig Syrup Co.

INDIANAPOLIS.

The No. 1 bill car of the Buffalo Bill show was here April 17th, and this locality is thoroughly billed. The car was in charge of H. H. Gunning, same as last season.

Syrup of Figs paper has been posted and distributed here lately, the Empire doing the posting and Geo. W. Vansyckle distributing the 25,000 folders.

The Indiana Bicycle Co., of this city, are billing the "Waverly" very heavily; perhaps it would be well for bill posters in cities where they have agencies to correspond with them regarding work.

OFFICIAL NOTICE.

(Springfield, O., April 13th, 1896)
Headquarters, I. A. D. A.

The officers and members of the International Association of Distributors, of North America, are hereby notified that the regular annual meeting of the Association will be held in Springfield, Ohio, on the first Monday in June, 1896, which will be June 1st. An entirely new set of officers will be elected to serve for the ensuing year, and other business of vital importance will come before the meeting. All members are requested to attend. Those unable to be present will kindly direct their proxies to the President. All members who will attend the meeting will please inform the President by mail not later than one week previous to the meeting. S. M. BOOROM, President.

Superintendent Colbert recently wrote letters to Messrs. Dickson & Talbot, the Indianapolis Bill Posting Company and the management of the Empire Theatre, calling attention to an ordinance approved April 21, 1873, making it a misdemeanor to exhibit indecent, disgusting, revolting or loathsome prints or pictures, and providing a penalty for the violation of the ordinance. It is the intention of the police department to enforce the ordinance. — *Indianapolis Journal*.

I have secured rates for the International Association of Distributors, Leland Hotel Chicago, same as for Inter-State and have assurance of one and one-third railroad fare, but nothing definite as yet. Am working on it and think it will go through.
CLARENCE E. RONEY.

R. C. CAMPBELL, Editor,
Chicago, Ill.

Dear Sir—Please drop my name from your membership, and discontinue my name as a member of your association. I have not received a copy of your publication but am informed you are listing me as charging 7 cents for 30 days showing, while I am advertising to do 30 day work for 5 cents. Am glad to give good service at that price. Please acknowledge and state that you comply.
Yours truly,
P. B. HABER,
3rd Vice President,
Inter-State B. P. F. Association.

A good auxiliary advertising medium is an attractive window card. I have noticed quite a number of clever ones lately—mostly running to the clothing business. One of these reads: "There is a bond of sympathy between our prices and your purse."
In a gent's furnishing store I notice the following:
"These gloves are something you ought to have on hand."
—J. C. G. in Printers' Ink.

NEWS FROM THE FAIRS.

Pawnee Bill, (Major Gordon W. Lillie,) whose reputation as a scout and rough rider is second only to that of Buffalo Bill, is entertaining the idea of offering himself and followers as a special attraction to a limited number of fairs during the coming fall.

The opening of the Nashville Centennial Exposition has been postponed until May 1st, 1897, and its season extended from one hundred days to six months. This is a wise move, for while it conflicts with the proposed big show at Omaha, it insures the completion of the buildings and grounds.

The Zone system of estimating the attendance at fairs and expositions has proved seriously at fault of late. A much better and more reliable method is the billboard system.

Arthur S. Constant, secretary of the Isabella County Agricultural Society, of Mt. Pleasant, Mich., says, on behalf of the society: "We are in for a big time. Any help you can give us will be appreciated and reciprocated. Please exchange dates."

If you are going to make a specialty of bicycle races, advertise the fact in BILLBOARD ADVERTISING. Manufacturers and dealers are interested, and if they do not exhibit they may want space in your premium list.

Our free list among officers of fairs will be entirely suspended with this number. Those who want the paper hereafter had better subscribe now or order it through their newsdealer.

Mr. John E. Muncaster, secretary of Montgomery County Fair, Rockville, Md., writes us a very entertaining letter in which he says: "Although BILLBOARD ADVERTISING is a rather peculiar name for an official fair organ, I have often felt that such a paper would prove interesting, and hope you will be successful in making it go."

I was chosen secretary of our fair in 1888, for the first time, being then in my eighteenth year, and may be said to have grown up with the fair. All arrangements for advertising in the first year, had been made by my predecessor, and of course I supposed them sufficient, so made no changes.

Last year I had out in the county some twenty-five six-sheet bills, and one hundred three-sheets. You know, unless you build the boards especially, it's hard to post big bills in the country.

These were all lithographs, except the three-sheets and posters, and were well put up, so that some of them still show. Besides this we had a banner 40x60 feet across Pennsylvania Avenue, Washington, D. C.

The new line of posters for fairs, race-meetings and bicycle tournaments, issued by the famous Donaldson Litho. Co., of Cincinnati, is now fast approaching completion. They are beautiful beyond description.

If you want anything in the way of a special attraction, from a merry-go-round to a racing combination, advertise for it in BILLBOARD ADVERTISING.

G. P. Kemp, manager of the Kemp Sisters Hippodrome and Wild West Combination is now entertaining offers from fairs. His address is El Paso, Ills.

Bear in mind that BILLBOARD ADVERTISING for the next four months reaches every manufacturer and dealer in agricultural implements in America.

BILLBOARD ADVERTISING for June will contain the complete Fair List for 1896. Subscribe now.

Mr. Allison A. Bibler, of Crown Point, Ind., secretary of the Northwestern Indiana Fair Circuit, says that BILLBOARD ADVERTISING is one of the best advertising papers he receives, and he gets them all.

Secretaries speak very highly of the Babbitt Ticket Account Book. It simplifies their work as far as tickets are concerned.

The Minnesota State Fair will be held at Hamline, midway between St. Paul and Minneapolis, for six days commencing August 31. They will have the big G. A. R. National Encampment to draw from, besides getting the benefit of the extremely low railroad rates.

Watch for interesting news in our next issue.

Advertisement for Babbitt Entry and Record System and Babbitt Ticket Account Book. Includes text: "Where is the Secretary? By Using THE Babbitt Entry and Record System Solving the Entry Problem. (Designed 1896.)" and "THE Babbitt Ticket Account Book. Solving the Ticket Problem. (Designed 1896.)"

Advertisement for THE MODERN SIGN WRITER. Includes text: "With the development of the artistic sense of the people at large has come a demand for tasteful work in SIGN PAINTING. Every painter who wishes to be progressive, and keep up with the times, must be able to do this modern work in the new artistic way."

Advertisement for West Superior, Wis. City Bill Poster. Includes text: "W. S. ELKINS, CITY BILL POSTER, Rochester, Min." and "HARRY BURNELL, THE ONLY Licensed CITY BILL POSTER. I control all the prominent locations in town. TRY OUR MUSCLE. E. SPRING, MANAGER."

LIST OF FAIRS. 1896. Copyright 1896. All rights reserved.

- CONNECTICUT. Danbury Danbury Fair Oct 5-10 G M Rundle sec. Meriden State Agricultural Fair. Rockville Holland Co Fair, Sept 15-17. Willimantic Willimantic Fair Sep 29 to Oct 1 J H Gray sec.
- DELAWARE. Dover Delaware State Fair Sep 22-25 John B Wharton sec.
- ILLINOIS. Alledo Sept 22-25 W H Graham, secy. Avon, Sept 15-18 Julian Churchill, secy.
- IOWA. Algona Kossuth county Agl So Sep 16-18 J W Wadsworth pres, E P Keith v-pres, Harvey Ingham treas, E B Butler sec.

- Missouri Valley Harrison county fair Sep 21-24 H B Cox pres, G F James v-pres, B H Carlisle treas, A B Hosbrook sec.
- North Adams Hoosac Valley Agl So Sep 22-24 W B Plunkett pres, Geo Z Dwan v-pres, M R Ford treas, G O F Miller sec.
- South Lancaster Worcester East Agricultural Society Fair, Sept 10-11. John E Thayer, Pres; L Lancaster, Sec'y; W A Kilbourn, Sec'y, South Lancaster, Mass.; Lucius Field, Treas, Clinton, Mass.
- Sturbridge Worcester S Agl So Sep 17-18 A B Chamberlain pres, C V Consey sec-treas.

NEBRASKA.

Auburn. Sept 22-25
Beatrice. Gage Co Society of Agriculture Fair, Sept 15-18
Chadron. Dawes Co Agl Soc Sept W W Wilson pres, Wm Wilson treas, B F Pitman sec

NEW HAMPSHIRE.

Rochester. Rochester fair assn Sept 22-25 I W Springfield pres, A W Hayes treas, A S Farshley sec

NEW JERSEY.

Mount Holly. Burlington county agl so Sept 22-25 H C Risdon sec

NEW YORK.

Albion. Orleans Co Fair, Sept 17-19. E A Rowley, Pres't; I. H. Beach, Sec'y; A. W. Barnett, Treas.
Brookport. Union agl so Sept 24-26 Elias Garrison pres, R C Hull treas, G B Harmon sec

Dryden. Chenung Co Fair, Sept 22-24 S G Lupton, Pres't; J B Wilson, Sec'y
Hornellville. Hornellville Farmers Club fair and Races Aug 24-28 L A Waldo pres, Chas Adair treas, C E Mason sec

Lowville. Lewis Co Agricultural Association Fair, Sept 15-18 W J Milligan, Sec'y and Treas
Lyons. Wayne county agl fair Sept 17-19 W A Langdon pres, D E Snyder treas, A F Sheldon sec

Mincola. L. I. Queens county agl so June 17-18 and Sept 22-26 Thos Mott pres, Thos H Bacon treas, Jacob Hicks, Old Westburg, sec
Newport. Newport Agricultural Society, Sept 8-10 Willard Harmon, pres't; B F Petrie, sec'y, Middleville, N. Y.

Norwich. Chenango county agl society, Sept 1-4 S A Jones pres
Newburgh. Orange county agl so Sept 15-18 Augustus Denison pres, Harry M Waring treas, D A Morrison, Montgomery, sec

NORTH CAROLINA.

Raleigh. North Carolina state agl assn Oct 20-21 B Cameron pres, John Nichols sec

OHIO.

Ashland. Ashland fair Sept 8-11 A W Fritzingler sec
Akron Summit Co Fair Sept 29, 30 and Oct 1, 2 Albert Hale sec
Bucyrus. Crawford county fair Sept 22-25 E B Monnett pres, B Beal sec

Bowling Green. Sept 29-Oct 3
Bellefontaine. Logan county fair Sept 29, 30, Oct 1-2. Banner M Allen sec
Cincinnati. Hamilton county agl so fair Carthage Aug 18-21 B P Critchell pres, D L Sampson sec

Canfield. Mahoning Co Agricultural Society Fair, Sept 29, 30 and Oct 1. B P Baldwin, Pres't; Tiger, Ohio; H A Manchester, Treas, Canfield, Ohio; J H Kuhlman, Sec'y, Youngstown, Ohio

Greenville. Darke county agl so Aug 24-28 J M Brown pres, F M Eldon treas, Jno P Lucas sec
Hillsboro. Highland county fair, July 21-24. S P Scott, pres't; H L Wiggins, sec'y

London. Madison Co Fair Sept 8-11 E B Panckake sec
Mansfield. Sept 29-Oct 2 Newton Charles, sec'y
Montpelier. Montpelier union agl so Sept 22, 23 F M Eord sec

Ottawa. Putnam Co Fair, Oct 6-10 B F Seitz, pres't; A F Sandles, sec'y
Pomeroy. Rock Springs Fair Assn Sept 1-3 B F Knight pres, Edw L Keiser sec

Richwood. Tri-county fair Oct 13-16 J E Robinson sec
Sidney. Shelby Co Fair Sept 22-25 J E Russell sec
Salem. The Salem Fair and Exposition Co. Aug 14, Fair, Sept. 8, 9, 10. Race Meeting July 3-4.

PENNSYLVANIA.

Allentown. Lehigh County Agricultural Society Fair, Sept 21-25 W K Mohr, sec'y
Burgessville. Arden Agricultural Association Fair, Oct 6-8 Hugh Lee, pres't; Wm Melvin, sec'y, South Burgessville, Pa

Leighton. Carbon county industrial so Sept 29-Oct 2 H Miller pres, V Schwarz treas, C W Bower sec
Milton. Milton driving park and fair assn Oct 6-9 W A Dean pres, M H Barr treas, H W Chamberlain sec

RHODE ISLAND.

Cranston. Rhode Island state fair assu Sept 7-11 F H Perkins pres, E H Potter treas, W W Dexter sec

TENNESSEE.

Columbia. Columbia Fair Association Fair, Oct 6-9 W P Aldridge, Pres't; J J Fleming, Treas; B S Thomas, Sec'y, Hurricane Switch, Tenn
Murfreesboro. Rutherford county fair assn Oct 1-3 W R Jarratt sec, T W Cox treas, J C Culum sec

VERMONT.

Barre. Washington and Orange Counties Fair Sept 22-25 E Bussey pres, H K Sheldon sec, Herbert A Rugg, sec'y
Brandon. Brandon Fair Association Fair, Sept 16-17
Fair Haven. Western Vermont agl so Sept 22-25 Sept 22-25 E Bussey pres, H K Sheldon sec, R C Reed treas

VIRGINIA.

Rutland. Rutland Co. Agricultural Society Fair, Sept. 8-11. G T Chaffey, pres't; F A Field, sec'y
Whithall. Trem county Ind Agl & D P assn H H Scott sec

WEST VIRGINIA.

Wheeling. Exposition and State Fair, Sept 17, Geo Hook, Sec'y

WISCONSIN.

Amherst. Portage county agl so Sept 15-17 John Enn sec
Anigo. Langlade county agl so Sept 14-16 John McGrier sec

Elkhorn. Walworth county agl so Sept 29-Oct 2 S Mitchell sec
Fennimore. Trotting Meeting Sept 23-25 Wm Rogers pres
Friendship. Adams county agl so Sept 21-23 E Knight sec

Madison. Juneau county agl so Sept 8-10 I C Baldwin sec
Manitowoc. Manitowoc county agl so Sept 9-12 C H Sedgwick sec
Monroe. Green county agl so Sept 2-5 R A Ritter pres, Frank Smock sec

Phillips. Price Co Agricultural Society Fair, Sept 17-19 John T Ruhl, sec'y
Richland. Richland county agl assn Sept 29-Oct 2 J G Bunnell sec

Stevens Point. Stevens Point Cen Wis Agl Mech & Scientific Assn Aug 29-27 Geo E Oster sec
St Croix Falls. Polk county fair so Sept 23-25 Fred Hudson sec

WISCONSIN.

London. Ont. Western Fair of 1896, Sept 10-19 Thos A Browne, sec'y
Vankleek Hill. Ont. Prescott county agl so Sept 15-17 Dennis Hurley pres, F W Thistlewaite sec

CANADA.

London. Ont. Western Fair of 1896, Sept 10-19 Thos A Browne, sec'y
Vankleek Hill. Ont. Prescott county agl so Sept 15-17 Dennis Hurley pres, F W Thistlewaite sec

EXPOSITIONS.

Milwaukee. Wis. Sept 12-Oct 17 John R Hansen, secretary and general manager
Nashville, Tenn. 1896. Sept. 1 to Dec. 24. St. Louis Mo. 1896. Indefinite.
Baltimore, Md. 1896. Indefinite.
Dallas, Tex. 1896. Oct. 12 to Nov. 15.

RACES.

Haitle Creek, Mich. Running, Trotting, Pacing and Bicycle Races, May 29-30 Rod J McDonald
Sioux City, Ia., May 27 to 30
Johans town, Pa., May 29 to 30

Medford, Mass. (Hick's track) June 9 to 12
Omaha, Neb. June 9 to 13
Tulsa, Okla. June 10 to 13

Chicago, Ill. (Washington Park) June 30 to July 4
Detroit, Mich. (Highland Park) June 30 to July 4
Medford, Mass. (Hick's track) June 30 to July 4

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Detroit, Mich. (Highland Park) June 30 to July 4
Medford, Mass. (Hick's track) June 30 to July 4

Conventions, etc.

Boston, Mass. World's Food Fair, Oct 5-Nov 9.
Keokuk, Iowa Fourth of July Celebration
St. Paul, Minn. G. A. R. Reunion, Sept. 2-5.

Buffalo, N. Y. National Educational Association Convention, July 7-11.
Richmond, Va. United Confederate Veterans Reunion, June 30, July 1.
St. Louis, Mo. Fourteenth Annual Meeting Street Railway Association of U. S. Oct. 20.

Chicago, Ill. National Democratic Convention, July 7-11.
Pittsburgh, Pa. National Prohibition Convention, June 27.
Lockport, N. Y. Firemen's State Convention, August.

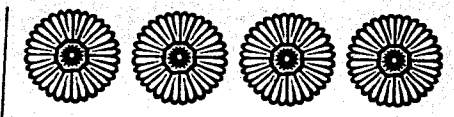
BOLTED.

Canadian Bill Posters Organize.
A large and enthusiastic meeting of Canadian bill posters was held at the Tecumseth House London, Ont., April 3rd, and the outcome of the convention was the formation of the Canadian Bill Posters Association.

The schedule of prices adopted is as follows, viz.:
1,000 to 15,000 population, 3c, 30 days.
15,000 to 50,000 population, 3c, 15 days, 4c, 30 days.

C. E. HANNER, Manager, CINCINNATI, O.
The official organ of the new association is "The Bill Poster" a pretty little publication of sixteen pages, well printed and ably edited.

\$1.75 Is the Cash Value of this coupon. Cut it out and use it now. This offer is void after June 1st, 1896. To subscribe separately for BILLBOARD ADVERTISING and Business costs \$3.00.

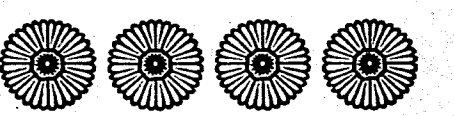


The Great Hanner Balloon Company

Special Attractions and Features for Fairs.
Balloon Ascensions, Parachute Drops, Trapeze Performances, Slide for Life, Bicycle Acts, Tight Rope Performance, Tower Dive, Chariot Races, Roman Races.

Now booking the above for season of 1896. Satisfaction or no pay. Rain or shine.
Our artists are the champions in their respective lines and are featured with special posters and lithographs, which we furnish. Address,

C. E. HANNER, Manager, CINCINNATI, O.



A Poster for
Bicycle Dealers.

A Poster that
Sells Bicycles.



**Bright and Beautiful
in Colors.**

Send 10 Cents for a Sample. - Address

**The Enquirer
Job Printing
Company,**

416 E. Eighth St., Cincinnati, O.

BILL POSTERS' PASTE BRUSHES.

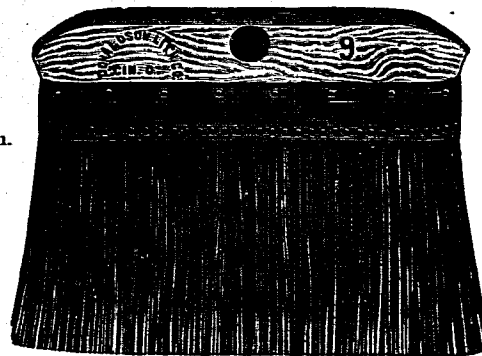
The two leading brands of America, both of which are Hand Made, Copper Bound and Steel Riveted.

The "Nonpareil"

No good brush is cheaper than this brush.

PRICES.

8 Inch,	-	\$2.25 Each
9 "	-	\$2.75 "
10 "	-	\$3.00 "



The "Unexcelled"

No good brush is better than this brush.

PRICES.

8 Inch,	-	\$2.75 Each
9 "	-	\$3.00 "
10 "	-	\$3.25 "

THE DONALDSON LITHOGRAPHING CO.
CINCINNATI, OHIO.

1000 Circulars, size 9x12 or smaller mailed in ten days for \$1. 100, 10c. silver. Small papers mailed for 20c. per 100. Satisfaction guaranteed. Address
J. T. LUMPKINS, NEVA, VA.

Do you collect Art Posters?
See "THE POSTER" Magazine. Monthly. Illustrated. \$1 a year. Send 10 cents for sample copy.
WILL M. CLEMENS, Publisher,
P. O. Box 1716, New York.

The Price is not to be considered when you consider locations and service. Send work to
PASSAIC ADVERTISING CO.
Control boards in Passaic, 20,000, Rutherford, 7,000, Garfield, 2,000. Contract for Patterson, 100,000. Distribute also for Passaic and Bergen Counties.
Passaic, N. J. M. C. Whitehead, Mgr

500 Fresh Gummed Addresses of Agents and others, all over the U. S. Just the thing for those doing a mailing business. Price 50 cents, silver, per copy. Address
J. T. LUMPKINS, NEVA, VA.

MATTAPAN, BOSTON, MASS.
ADVERTISERS SEND WORK TO
DAN'L L. CUSHING, 108 River St.
Distributor and General Advertiser.

Send for the Ad-age, Boston. It has 25 Prize Ads in each issue. 10c a year.

1869 Taunton Bill Posting Co., 1896
BILL POSTERS & DISTRIBUTORS,
Best Boards. Best Stock. Best Workmen
A. B. WHITE, Mgr. and Treas.
Office, 45 Cohannett St., Taunton, Mass.

BELOIT, Population 8,000.

JANESVILLE, Population 14,000.

Spencer Bill Posting Co

Members INTER-STATE Bill Posters' Association and International Association of Distributors.

**BILL POSTING, 10,000 FEET OF BILLBOARDS;
DISTRIBUTING, CIRCUIT, 25 TOWNS.
GENERAL ADVERTISING.**

E. DOCKSTADER, Manager. Office, No. 4 S. Jackson Street,
JANESVILLE, WIS.

"The Bill Poster"

The English counterpart of *Billboard Advertising*. Subscriptions 50 cents per year, post free, may be sent to No. 127 East Eighth St., Cincinnati, O.

THE PETCHER TRI-CITY CO.

BILL POSTERS,

WEST SUPERIOR, WIS.

South Superior—East Superior—West Superior—"THE BIG THREE."

We own 2000 running feet of ship shape coped boards.
REFERENCES—R. J. Vermys, Manager Grand Opera House; W. H. Slack, Cashier First National Bank; John S. Hadley, Capitalist and Banker; Fulton & Fulton, Druggists, and one hundred others. Population, 25,000 Price, 6 cents, 30 days.

**EVERY BILL POSTER
ADVERTISER**

WANTS AND NEEDS

**PROFITABLE
ADVERTISING**

The Advertiser's Trade Journal of New England.

Full of ideas and suggestions for the Publicity Seeker.

Subscription Price, \$1.00 per year. Send for sample copy.

KATE E. GRISWOLD,
Editor and Publisher,
13 School Street, BOSTON MASS.

ESTABLISHED 1892.
The OREGON Circular Mailing, Advertising and Distributing Agency,
L. W. ROBBINS, Manager,
Lock Box 50, Central Point, Oregon.

ELGIN, ILL. Population 25,000
**ELGIN BILL POSTING
Advertising & Distributing Co.**
Only licensed Bill Poster in the city.
FRED W. JENCKS, Prop'r.

TRENTON, NEW JERSEY.
The Trenton Bill Posting Co.
Owns all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing.
WM. R. WILLIAMSON, Manager.

**Saratoga
City Bill Posters**

We own and control all Bill Boards in our city.
Commercial Posting and Distributing a specialty.
For particulars address
FRANK K. EDDY, Manager.

Will write 3 ads for \$1, and give electro of an outline cut with each to ANY PRINTER sending facts and cash (one dollar), before June 10, '96.
R. L. CURRAN, Ad Writer, 1517, 150 Nassau St., New York.

WE ARE NOT KICKERS, BUT EVER READY TO PLEASE.

THE CHICAGO

P. F. SCHAEFER,
Manager.

Estimates cheerfully furnished.

Telephone Main
4637

BILL POSTING

Efficient and Prompt Service at all times.

Leading Theatres are our clients.

COMPANY

INCORPORATED

Nos. 395-397 WEST HARRISON STREET.

Members of the Progressive and Only Inter-state Bill Posters' Protective Association.

Increasing Facilities Daily.

Work for the following Theatres: Auditorium, McVickers, Grand, Havlins, Marlowe, Columbia, Schiller, Haymarket.

Distributors and

General

Advertisers.

We have assumed absolute control of Illinois Central R. R. Bill Posting. The Greatest Suburban Road in the country.

MINNEAPOLIS, 4 MILES.

BIG 8 MEN

ST. PAUL, 6 MILES.

CHAS. BARTSCH & CO.

MINNEAPOLIS and ST PAUL,

Office, 1033 25th Ave., Minneapolis, (8th and Central Car).

Long-Distance Telephone No. 1751.

References.

Lyman Elliot Drug Co.
Vorell Drug Co.
Gamble & Ludwig, Drugs.
J. H. Sandberg, Drugs.
T. H. Gray, Drugs.
F. M. Fairbanks.
Northern Pacific R. R.
Beaufort Hotel.
Elastic Starch.
Syrup of Figs.
Warner's.
Kickapoo.
White Navy Tobacco.
Vest Water.
And 1000 others.
G. A. R. and K. P. Encampment.

Distributors,

Tin and Card Sign TACKERS,

Circulars, Pamphlets, Dodgers, and all kinds of ADVERTISING Matter will receive prompt and careful attention.

8... MEN... 8

3..TEAMS..3

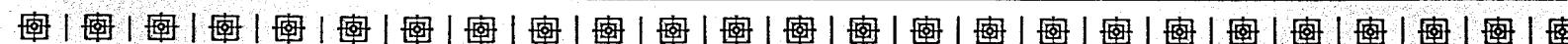
Reliable Service

...AT...
Equitable Rates.

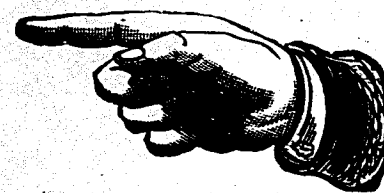
MINNEAPOLIS ...AND... ST. PAUL.

Some Paper

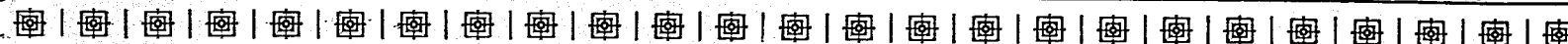
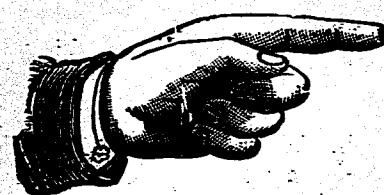
We are handling, the bulk of which started on the Boards through our firm:



- FRANCO-AMERICAN SOUPS
- VIRGIN LEAF TOBACCO
- BEARDSLEY'S CODFISH
- SCRIBNER'S MAGAZINE
- PETTIJOHN'S BREAKFAST FOOD
- ENAMELINE STOVE POLISH
- SCOURENE
- BANNER SOAP POWDER
- RAMBLER BICYCLE
- AUNT JEMIMA'S PANCAKE FLOUR
- SWEET CLOVER CONDENSED MILK
- ARMOUR PACKING CO.
- LIBERTY BICYCLE
- NUDAVENE OATS
- FISCHER'S BALL BLUE



- QUAKER OATS
- GERMEA
- PYLE'S PEARLINE
- ADAMS' TUTTI FRUTTI CHEWING GUM
- QUAKER BUCKWHEAT
- PARSONS' HOUSEHOLD AMMONIA
- RECKITT'S BLUE
- CALIFORNIA FIG SYRUP
- DIAMOND STARCH
- B. M. COWPERTHWAIT & CO.
- COLUMBIA BICYCLE
- FAULTLESS CHIPS CHEWING GUM
- JOHANN HOFF MALT EXTRACT
- SMITH'S BILE BEANS
- RUNKEL'S COCOA, &c., &c.



TO THE BILL POSTER we would say: Good Service means more paper from each customer, and more new customers.
 TO THE ADVERTISER we beg to suggest: Write one, a half-dozen or all of the above firms; the majority are old customers, a few new ones. Ask them why they do business through our firm. We have greater faith in securing new business through what our old customers say of us than in any argument we would present on our own behalf. Respectfully submitted,

THE

O. J. Gude Co.

Office, 113 Broadway, NEW YORK.

Office, 113 Broadway, NEW YORK.

Out-door Display Advertising throughout the United States.

1896. THE DONALDSON GUIDE

3d Edition now in process of compilation.

Will embrace every town of over four hundred and fifty inhabitants in the United States and Canada, with a full and complete description of each.

- It gives the population of the town.
- It gives the population of the county.
- It gives the name of the bill poster.
- It gives his street address.
- It gives the name of the distributor.
- It gives his street address.
- It gives the name of the opera house.
- It gives the name of the local manager.
- It gives the names of the halls.
- It gives the names of their managers.
- It gives the names of the newspapers.
- It gives the names of the editors.
- It gives the date of publication.
- It gives the names of the dramatic critics.
- It gives the names of the dramatic correspondents.
- It gives the name of a good attorney.

It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10 1/2, handsomely bound in cloth and gilt.

In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopedia and the International Professional Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive ever issued.

The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the publisher enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributors and show printers to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc.

Blanks are provided for this purpose by the publisher and can be had upon application. It is to the interest of every bill poster and distributor to have his town properly represented and described. Let the advertiser know its resources and the number of people he can reach. Let the showman know the circus license and whether their is a desirable lot. Tell the theatrical manager what kind of theatres, opera houses, or halls you have.

It will bring you business.

Because it will be consulted almost daily by the advertisers, showmen and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put in an advertisement immediately following the description of it, stating the present population, together with such other advantages as it may possess. The advertising rates are very reasonable. Twenty-five cents per agate line for a year's advertising is in fact exceedingly low. At this rate a space of half inch single column comes to \$1.75, or an inch to \$3.50.

REMEMBER, that the DONALDSON GUIDE will henceforth be published largely in the interests of bill posters, distributors and advertisers. Heretofore it has been given over almost entirely to managers of opera houses and showmen, but from now on this will be changed. Give it your endorsement. Talk it up. Enlist the interest of your local managers. In fact, aid it in any manner you can. It's a good thing, and if accorded the support it deserves will be a big thing for all parties interested.

The price of the Donaldson Guide is \$1.00 each, and it is worth many times its cost to those who need it. To persons, however, who have not yet had an opportunity of examining the work, or agents who desire to canvass for subscriptions or advertisements, a copy of the current edition, of which a few are still on hand, will be sent upon receipt of \$1.00. Address all communications or inquiries to the publisher.

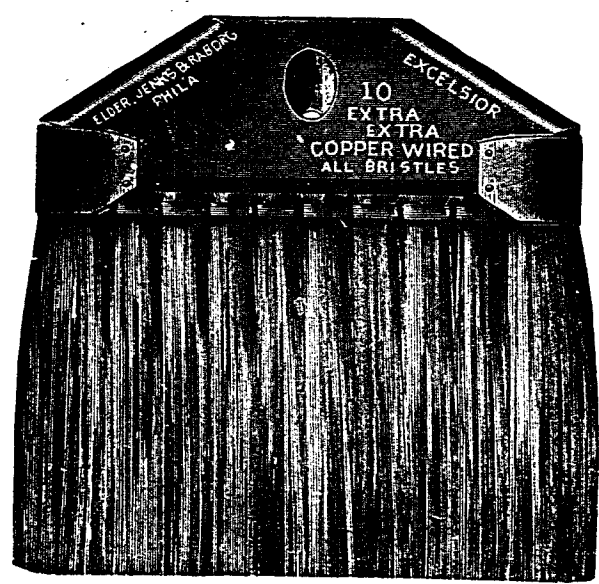
W. H. DONALDSON, Cincinnati, Ohio.

THE LEADING SHOW PRINTERS
 LITHOGRAPHIC OR BLOCK
 IN THE UNITED STATES USE

THE AULT & WIBORG CO'S POSTER INKS

ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI-NEW YORK-CHICAGO

ELDER, JENKS & RABORG



'Excelsior' Circus Paste
 AND
 B'L POSTERS' BRUSHES

Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush made.

Will not come apart. Used and recommended by Barnum Forepaugh and the leading Circus and Bill Posters throughout the United States and Canada.

Size 9 inch.
 Price \$30.00 per doz.
 \$3.25 Each

Extra Extra for Circus's. \$40 00 per Doz. \$4 00 Each.

Sent C. O. D. to all parts of the Country.

ELDER, JENKS & RABORG
 Brush Manufacturers

127 1/2 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

ROOSEN INK WORKS

MANUFACTURERS OF PRINTING AND LITHOGRAPHING INKS AND DRY COLORS.

66-68 JOHN STREET, BROOKLYN, N. Y.

CHEW GOOD TOBACCO.

SHAKESPEARE PLUG TOBACCO

CHAMPAGNE FLAVOR.

Is made from the best selected Kentucky Burley Leaf, wrapped in Gold Foil, and is just sweet enough to be good.

Sent by mail in neat paper boxes, 1 lb., \$1.00; 1/2 lb., 50c; 1/4 lb., 25c

IT'S AN ELEGANT CHEW.

FALLS CITY TOBACCO WORKS,
 117 & 119 Bullitt St., Louisville, Ky.

Let's Get Acquainted?

Send for our Specimen Book; that will introduce us, but don't forget to ask about our CHINESE BLACK.

"Just for fun, you know—not business—for, of course, you are perfectly suited" and would not change your ink for your father's. Yes, we know; sounds natural.

Eagle Printing Ink & Color Works
 148-152 Monroe Street, bica go.

To the first ten persons sending us orders for our inks, resulting from this ad in "Billboard Advertising," we will send a handsome present. So be sure and mention this paper.

Printer's Ink Helps Advertisers!

It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of advertising.

Enables you to profit by the experiences—and adopt the methods—of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable.

Instructs you—and exemplifies—how to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about mediums, tending to aid you in selecting profitable ones to advertise in.

Subscription price now \$4 a year. Sample copy, 10 cents.

10 Spruce Street, New York.

When you write, mention *Billboard Advertising*.

DEAFNESS CURED

entirely overcome by

Feet's Patent's TUBULAR EAR CUSHION

Whisper, Conversation and Music heard, Clear, forcible Self-Adjusting and Useful. Sufferers find relief from all other Remedies fail. Sent by mail \$1.00. R. B. COOK, 83 1/2 Broadway, Cor. 14th, New York. Allow Write for ILLUS. 'D BOOK OF PROOFS, FREE, NO ADULT.

We Employ Young Men

to distribute our bicycles

Young Ladies employed on the

ACME CYCLE COMPANY, ELKHART, IND.

FT. WORTH, TEX., Oct. 10, 1895.
 Acme Cycle Co., Elkhart, Ind.
 DEAR SIRS—My Acme Light Roadster arrived yesterday morning and not only myself but everyone that has seen it pronounces it a strictly first-class wheel and a beauty. I am very well pleased with the same, and will do all I can to get a great many more to buy your wheel.
 Yours truly,
 C. H. CHEATHAM.

ALLIANCE, OHIO, Oct. 12, 1895.
 Acme Cycle Co., Elkhart, Ind.
 DEAR SIRS—Having given my wheel a good trial, am ready to say I am exceedingly well pleased and thank you very kindly for the favor and privilege you have given me. I showed the wheel to one of our prominent bicycle agents who did his best to sell me a wheel, and he said after taking a short ride on it that it was a fine wheel; and I know if the material is as good as the finish I will never regret my bargain.
 Yours truly,
 SETH BARTON.

WE HAVE NO AGENTS

but ship from our factory at wholesale prices. Ship anywhere for examination; pay freight both ways if not satisfied. 100 styles of Carriages, 80 styles of Harnesses. Send 4 cts. for 112 page catalogue. ELKHART CARRIAGE AND HARNESS MFG. CO., W. B. Pratt, Sec'y, Elkhart, Ind.

ADVERTISE YOUR

FAIR ATTRACTIONS

IN "BILLBOARD ADVERTISING."

WANTED.—Advertisements for LeSueur County Agricultural Society Premium List Two thousand books mailed direct to farmers and stock men. Pages 5x8 in. Prices: \$2.00 per page, \$3.00 for a half-page. Copy to reach the secretary by May 20. Books mailed June 1.

H. W. GRIMES, Sec'y,
La Sueur, Minn.

A Great Fair Attraction.

Kemp Sisters

Hippodrome and Wild West,

Congress of Fancy and Rough Riders and Crack Shots.

G. P. KEMP,
Managing Proprietor,
Permanent Address, EL PASO, ILL.

\$25.00 PER YEAR SAVED

By using our new wonderful process for making Laundry and Toilet Soap in twenty minutes. Agents can make big money canvassing and selling family rights. One family right mailed to any address for a silver quarter or thirteen two-cent stamps.

ROANOKE SOAP CO.
Drawer 13, Roanoke, Va.

POST THIS IN YOUR HAT!
THAT THE PUBLISHERS' GUIDE

Keeps you fully informed regarding all responsible and irresponsible advertisers, also presenting each month all new advertisers who are entering the field. It is of great value to all who are engaged in advertising and newspaper work. Subscription price, \$5.00 per year. Sample Copy mailed on application—address

PUBLISHERS' GUIDE,
3d floor, American Tract Soc. Bldg., New York City
825 Monadnock Building, Chicago, Ill.
Builders' Exchange, St. Paul, Minn.
Excelsior Building, Pittsburgh, Pa.

Do You Want a "Good Thing"?

On account of failing health of present manager, \$400 will buy best bill poster business in the country and in best town of about 10,000. Increasing rapidly. Eight railroad outlets, two more to come. One of the handsomest \$50,000 Opera Houses in the State. About forty shows season. Commercial work pays good living, and increasing annually. Great opening for sign writer and painter. Investigate this at once. Full information, write to

McKAIN & GURLEY,
Real Estate & General Brokers, Greenville, Tex



Bicycle Dealers!

YOU OUGHT TO SEE IT!

We want a word with you. * * * * *

We have just issued a Comic One-sheet Poster which you can use to advantage in advertising your wares or soliciting repairs. * * * You ought to see it. * * *

We will send you a sample for two two-cent stamps.

Address,

Hennegan & Co.
Cincinnati.

Lyceum Bureau

"THE YOUNG RELIABLE."

This bureau books first-class concert, lecture and amusement attractions on percentage, salary or guarantee. Members of other bureaus are requested to send circulars of their attractions.

Please send me printed matter of anything in regard to the amusement business.

Circus and Wild West Shows booked, and lots for Fire-works, etc., to rent.

Distributing of every kind of matter.

All forms of Typewriting and Stenography. Send your copies on and apply for rates, as I am also an assistant court reporter.

If you want to know anything about the amusement business in Detroit write me.

JOHN C. YOUNG, Jr.

95 Pitcher St., DETROIT, MICH.

BIG MAIL

DO YOU WANT TO RECEIVE Lots of letters, papers, cards, magazines, novelties, FREE If so, send us one in silver and we will put your name in our Agents' Directory which we send to manufacturers, publishers and supply houses. Best chance you ever had. Send at once.

Southern Weekly News,
Roanoke, Va.

The Elks

Convention will be held in Cincinnati July 7th, 8th and 9th. A large crowd is expected. Make arrangements now for

DISTRIBUTING.

W. H. STEINBRENNER,
811 Vine Street, Cincinnati, O.

Angora Kittens

Finest Breed, with long silky fur, flowing mane, big flat bushy tails, large, handsome eyes, finely formed and very intelligent. Fluffy as puff balls, and possessed with a sweet disposition that makes them irresistible.

Price \$5 and upward.
Circular free.

S. R. SPENCER,
162-164 Vine St., Cincinnati.

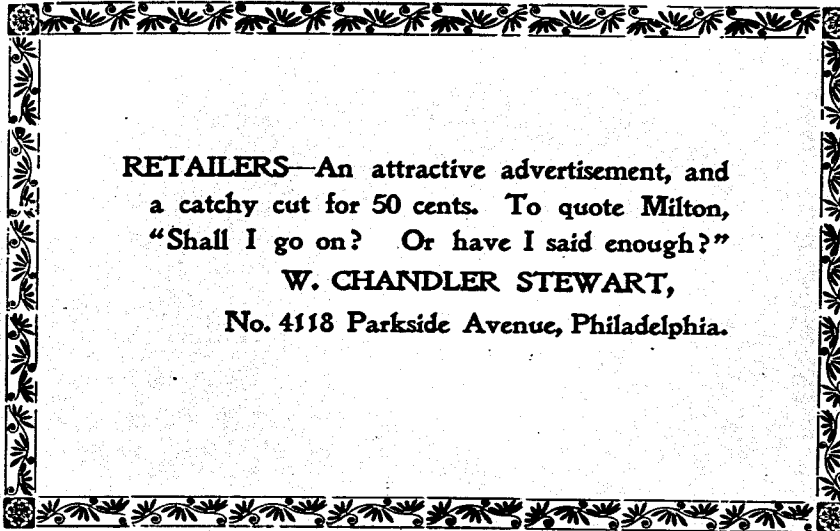


NOTICE.—Bill Posters, Advertisers, Distributors, Circus Managers, Advertising Agents and Show Printers throughout the United States and Canada:

A meeting of the Inter-state Bill Posters' Protective Association is to be held in the Club Rooms of the Leland Hotel, Chicago, Ill., July 22, 23 and 24. Full particulars will be given in the next and following issue of "Billboard Advertising."

CLARENCE E. RONEY, Sec'y.

P. F. SCHAEFER, President.



RETAILERS—An attractive advertisement, and a catchy cut for 50 cents. To quote Milton, "Shall I go on? Or have I said enough?"

W. CHANDLER STEWART,

No. 4118 Parkside Avenue, Philadelphia.

Bill Posters!



You who have posted "Big Four" on the "dead walls of London!"

The Inter-state Association of Bill Posters and Distributors, meets in Chicago, July 22d, 1896, and the "Big Four" is the "Best Line" to that city. It has the best terminal facilities. Solid Trains from Cincinnati, Louisville, and Indianapolis, magnificently equipped.

E. O. McCORMICK,
Passenger Traffic Manager.

D. B. MARTIN,
General Passenger and Tkt. Agt.

L. P. CARD, HARVARD, ILL.

City Bill Poster, Advertising Sign Contractor and Distributor, Circuit, 17 Towns.

Bonded member Inter-state Bill Posters' Protective Association.

Any and all kinds of advertising done on honor. Fourteen hundred and ten square feet of boards, and will furnish more. Will refer to any bank in this city. Axell's Bank and Harvard Bank. Boards used only for commercial work. Am 57 years of age, and a veteran of late war.

L. P. CARD

Justice of Peace and Notary Public.

Now Ready!

New Posters

FOR

Fairs, Railroad Excursions,
Bicycle Dealers.

We have just completed a splendid series of posters suitable for advertising the above lines. They are all original in design, and beautifully executed and finished. Write for our Catalogue and Price List.

The Donaldson Litho. Co.

CINCINNATI.

BOISE CITY, IDAHO, POPULATION, 8,000.

SPAULDING & GORDON, LICENSED City Bill Posters and Distributors.

Members of Interstate Bill Posters' Protective Association, and International Association of Distributors of North America, and Pacific Bill Posters' Association.

We have more billing space than all other towns in Idaho put together. The city is booming. Send on your paper. References furnished.

The HUSTLER ADVERTISING CO.

PRINTERS, POSTERS, MAILERS, AND DISTRIBUTORS, 24 North Miner Street, FT. WAYNE, IND. W. H. CASE, Manager.

Prompt Service by Reliable Men.

WESTERN BUSINESS is what I most particularly desire. I'm western - so are my best ads. Good ads - western ads - for western men. I write best. \$1 buys 2. Dissatisfaction brings the \$1 right back. A. M. CHURCH, Bassett, Neb.

Samples, circulars, etc., distributed. Honest work and best references. Terms very reasonable. Write and see. W. L. ROBERTSON, Box 297, Roanoke, Va.

B. T. ROBINSON, City Bill Poster, CLIFTON FORGE, VA.

Correspondence Solicited.

No Office Complete Without It. Business A Practical Journal of the Office

It saves money by discovering the best way of doing things in the office. It treats particularly upon ACCOUNTING, OFFICE ROUTINE, BUSINESS MANAGEMENT and ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, TRANSPORTATION, COMMERCE and ECONOMICS.

The stated departments of the paper include OFFICE MAIL BAG, being letters from practical men on office and business topics; OFFICE RECORD, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting studies in successful publicity; INSTITUTES AND ASSOCIATIONS, recording the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers.

Monthly, 40 pages, illustrated, including supplement, \$2 a year. Sample copies (mentioning this advertisement) free. KITTREDGE COMPANY, Publishers 13 Astor Place, NEW YORK.

PUSH ARE YOU IN IT? That's what make business a success - the more push, the greater the success - IF the push is in the right direction. PUSH is a little journal published for progressive people. It helps business men push in the right direction. It has enthusiasms, but it doesn't go off half-cocked. Let us send you a free sample copy. PUSH PUBLISHING CO., Springfield, O.

STEINBRENNER'S CINCINNATI DISTRIBUTING SERVICE. A thorough, efficient and economical means of reaching the buyers of Cincinnati, Ohio. We are in a position not only to guarantee honest service but also a reasonable proportion of direct results. Address: W. H. STEINBRENNER, 811 Vine Street, CINCINNATI, O.



MAKE YOUR OWN CUTS. Almost every day you see good cuts appearing in the papers, trade journals, magazines, catalogues, etc., which would make splendid advertising cuts for your business. We have a process by which every reader of BILLBOARD ADVERTISING can make his own cuts, whether he be an artist or not. No experience or skill required. You can reproduce, very quickly, any of the pictures you find printed in any kind of a paper, or you can take it from a photograph, pen and ink drawing or a lead pencil drawing, and the cost will be less than five cents per cut. No camera or other outfit needed. Special offer to readers of BILLBOARD ADVERTISING. Send stamp for particulars. Dept. 4, The Zinc Process Co., Goshen, Ind. apl-3t

LICENSED BILL POSTING, TACKING, DISTRIBUTING. J. S. CRAIG, 319 LEXINGTON AVENUE, HASTINGS, NEB.

J. T. ELMORE & CO. BILL POSTERS, 76 MADISON ST. CHICAGO.

It Costs Nothing!

You get a facsimile of your signature engraved and a plate for printing with a yearly subscription for BILLBOARD ADVERTISING. \$1.00 pays for both, and either alone would cost \$1.00.

Write name in black ink, and enclose the amount. BILLBOARD ADVERTISING, Cincinnati, O.

BURNITT Designer of Descriptive Posters, Theatrical, Commercial or otherwise, Block Streamers and Stock Letters. Office, Donaldson Litho. Building, CINCINNATI, O.

A. E. BENTLEY, Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application. A. E. Bentley, GUTHRIE, OKLA.

R-I-P-A-N-S - The modern standard Family Medicine: Cures the common every-day ills of humanity. ONE GIVES RELIEF.

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents, Work promptly and properly executed. C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

THE STAR COIL SPRING SHAFT SUPPORTS AND ANTI-RATTLER. THE DECATUR SHAFT SUPPORT CO., Decatur, Ill.

LIST OF MEMBERS OF THE Inter-State Bill Posters' Protective Association.

With their Prices, Facilities, &c. Corrected Monthly.

Table listing members of the Inter-State Bill Posters' Protective Association, including town, state, member name, population, and prices for various services.

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UP TO DATE. ADVANCED IDEAS. WATCH US CROW.

SPRINGFIELD, O.

Owens and controls ALL Billboards and Dead Walls in the City.

H. H. TYNER,
CITY BILL POSTER

All Statements and Assertions to the contrary notwithstanding.

The Forepaugh-Sells Show paper is now dead, and many choice locations are available. The dedication of the Masonic Home takes place during June, and it is estimated that thirty-five thousand strangers will witness the ceremonies. Get your paper here for a June showing and you will obtain remarkable results.

THE GREAT AMERICAN ENGRAVING & PRINTING CO.

INCORPORATED—Established in 1857. Capital, \$50,000. Surplus, \$10,000. This plant is entirely paid for, there is no porous or other plaster on it.
T. E. DAWLEY, all know him, he has been around this corner 40 years, Pres. & Manager.
G. E. TAYLOR, Secretary and Treasurer.
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B. E. ROYLANCE, another rusher, Supt. & Chief Artist and Superintendent of Drawing Department.
L. D. TOMSONIE, Supt. of Engraving Works.
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RECENTLY REFITTED WITH NEW AND MODERN
TYPE
AND LATEST IMPROVED NEW PRESSES.
Running Night and Day when Required.

NOT HOW CHEAP, BUT
How Good!
PRICES
Must be Right.

Brain
Work
Cells



In Advertising as it does everywhere. My brain is used to working on advertising problems; if you have one, write to me about it; I will try to help you on it.
For any reader of this paper I will write three ads and send an electro of an outline cut for each on receipt of one dollar.

R. L. CURRAN,
150 Nassau St., New York.

G. RUNEY & SONS,

Bill Posters, Distributors and Sign Contractors,

G. RUNEY AND SON WAUKEGAN, ILL., CIRCUIT 18 CITIES.

 WE ARE NOT SUPERSTITIOUS BUT WE DO BELIEVE IN SIGNS TRY THE BILL BOARDS THEY WORK WONDERS	3000 RUNNING FEET OF BILL BOARDS 50 NORTH CHICAGO 100 GRAYS LAKE 50 LAKE BLUFF 100 LAKE VILLA 75 LAKE FOREST 250 ANTILOCH 75 FORT SHERIDAN 50 PIKEVILLE 200 HIGHLAND PARK 250 RUSSELL 50 DEERFIELD 150 WADSWORTH 150 LIBERTYVILLE 250 GURNEE 50 ROCKEFELLER 100 WARRENTON 50 IVANHOE 1000 WAUKEGAN	BUY NEW YEARS PRESENTS FOR MEN & BOYS AT THE MODEL WAUKEGAN. VARIETY GREAT PRICES SMALL	 J. LANYON & SON WAUKEGAN, ILL. THE NEW HARDWARE STORE EVERYTHING NEW.
	ADVERTISE IN THE JOURNAL PUBLISHED MONTHLY BY G. RUNEY & SON. CIRCULATION 6000.		

REFERENCES: SECURITY SAVINGS BANK, BRADSTREET'S, R. G. DUNN & CO., BILL BOARD ADVERTISING. Licensed City Bill Posters.

Members of the Inter-state Bill Posters' Protective Association.

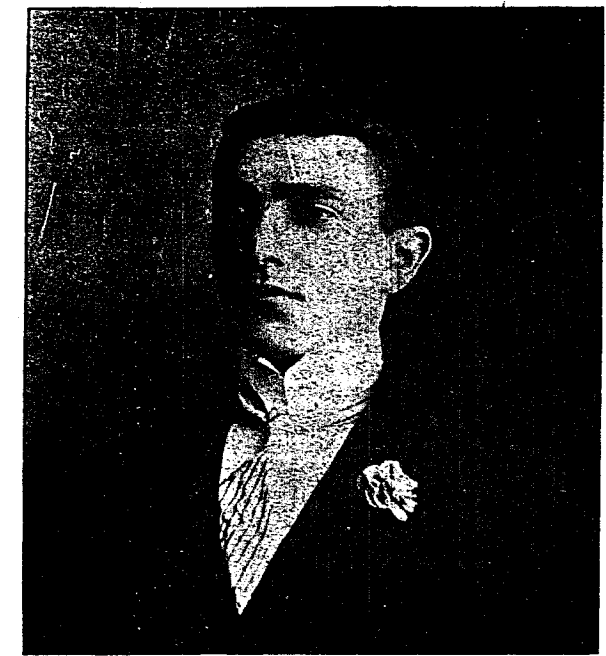
OWN AND CONTROL ALL BILLBOARDS AND DEAD WALLS IN

WAUKEGAN, ILLS.

BESIDES A CIRCUIT OF EIGHTEEN ADJACENT CITIES

BILLBOARD ADVERTISING

A Magazine for Business Men who think.



MORRIS HARWICH.

June, 1896.

Classified Advertisements.

BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under this heading, 25c. for one insertion, 60c. for three insertions, 75c. for four insertions, \$1.00 for six insertions. Larger cards, 10c. per square line.

Corsicana, Texas. Pop. 10,270. L. C. Bevens, City Bill Poster and Distributor. Satisfaction guaranteed—try me. 1009 running foot Bill Boards and good walls.

Asheville, N. C. "The Land of the Sky." Resident population, 15,000; visiting population, 7,000. Asheville Advertising Agency, P. O. Box 17. Licensed City Bill Posters, Teachers and Distributors. Also control all Street Car Advertising in city.

Winona, Minn., Henry Werner, City Bill Poster and Distributor.

Nanaimo, British Col. Pop. 7,000. A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189.

Fort Wayne City Bill Posting Co. Theatrical and City Bill Posters. Distributing and Advertising Agents. Work promptly and properly. Licensed by FORT WAYNE, Ind. C. E. Woodworth, Manager.

Joliet, Ill., DeLong & Biederman, Bill Posters and Distributors.

Boone, Iowa, Population 9,000. J. J. Kirby, City Bill Poster and Distributor.

DENVER, COLO.

The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000.

Lima, Ohio. Pop. 20,000. W. U. Tirrell, City Bill Poster and Distributor. Work promptly done.

Manchester, N. H. Frank P. Colby, City Bill Poster, Distributor and Baggage Transfer. Address 30 Manchester st.

Memphis, Tenn. Van Beuren & Co., Bill Posters and Distributors, 224 Second street.

Milford, Mass. Population, 10,000. W. E. Cheney, City Bill Poster, Distributor, 82 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city. Baggage and scenery truck express. fo-12

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service.

Palatka, Fla. W. S. Nugent, Bill Poster and Distributor.

South Framingham, Mass. W. H. Trowbridge, Bill Poster. Five towns.

Waukegan, Ill. G. Raney & Son, Distributors. Bill Posters, etc. (Circuit 18 towns.) Pop. 35,000.

Tucson, Arizona, 2,000 ft. of boards W. M. Reid, Box 148.

Springfield, Ohio, H. H. Tyner Licensed City Bill Poster and Distributor.

Sioux City, Iowa, pop. 40,000. Posters, Distributor and Teachers. We do all kinds of advertising & guarantee work. Sioux City Bill Posting and Advertising Co. (Licensed) Member A. B. P. A.

Victoria, British Col. Pop. 20,000. The Victoria Bill Posting Co. own an control all bill boards, signs and bulletins and does distributing. Address ROBERT JAMESON, Manager, P. O. Drawer 28.

Woodland, Cal. Diets and Glendenning, Bill Posters. 6no.

Lu Verne, Minn. Pop. 3,000. Dana M. Baer, Bill Poster and Distributor, Box 490.

Laconia, N. H. Pop. 15,000. Folsom Opera House, Driving Park and Show Grounds, J. F. Harriman, Manager. Owns all boards in the city and suburbs.

Delaware, O. G. D. McGuire, City Bill Poster and Distributor. When you write, mention Billboard Advertising.

Classified Advertisements.

BILL POSTERS' DIRECTORY.

Stavanger, Minn. Ole Holm, County & City Bill Poster & Distributor.

Waukon, Iowa. Pop. 3,000. Wm. S. Hart & Co. control all space, including Opera House and Fair Grounds. Good work anywhere in N. E. Iowa.

Effingham, Ill. H. I. Vance, City Bill Poster and General Distributor. Member N. D. A.

Meadville, Pa. Pop. 12,000. Geo. Knox, City Bill Poster, Distributor and General Advertiser.

H. W. STORRS, De Funiak Springs, Fla. Can cover all West Florida outside of Pensacola in any manner desired.

DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will receive honest, reliable service from any firm or person whose advertisement appears in the following list.

No advertisements received from minors. References as to honesty and integrity must accompany all applications for space.

Peru, Ind. Chas. W. Stutesman, Licensed City Bill Poster and Distributor.

Dayton, Wash. Day's Advertising Co., Licensed Bill Posters, Sign Tacklers, and Distributors. Mailing Lists. Reference furnished.

Jacksonville, Ill., 807 S. Main St., Wm. Burke, member of and recommended by U. S. Dist. Bureau.

Donat J. Lefebvre, Manchester, N. H., Box 488. Reliable Distributor of all kinds of Advertising Matter.

Boise, Idaho, Spaulding & Gordon, Reliable Distributors and Sign Tacklers. We pay rent for our locations and can guarantee.

Cincinnati, O. Pop. 350,000. Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, Cincinnati.

Chicago, Ill. J. A. Clough, Contracts solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

W. E. Patton, Corinth, Miss. Bill Poster and Distributor. Reference furnished. Box 79.

Dowagiac, Mich. The Mich. Adv. Bureau Wm. J. Kryder, Pre.

Easton, Md. The Adv. Dist. Bureau posts and distributes bills, signs and circulars and classes of advertising matter. John R. Thompson, Manager, Box 118.

Fredonia, N. Y. John H. Case, Distributor. Box 1087.

Grand Rapids, Mich. George M. Leonard, Reliable Distributor.

Marquette, Wis. Menominee, Mich. Pop. 15,312—Adjoining—Pop. 12,524. Wm. H. Earle, Marquette, Wis. Reliable Distributor. Your contracts solicited.

Newport, Ky. G. H. Otting & Son, Bill Posters and Distributors, 608 York street.

New Orleans, C. H. Young & Co., 40 Perdue St. General Distributors. Unlimited reference. Honest work.

Faterson, N. J., Population 98,000. Abram H. Post, Distributor, 48 Hamburg.

Faducal, Kentucky. H. JOSEPH HARTH, Bill Poster and Distributor. Member International Distributors Ass'n of N. A.

Portage, Wis. W. H. Batagiate Advertising and Distributing Agency. Bill posting, signs tacked.

Richmond Hill, L. I. Circulars distributed honestly in Queens County by L. Bangert.

When you write, mention Billboard Advertising.

Classified Advertisements.

DISTRIBUTORS' DIRECTORY.

Williamsport, Pa. S. M. Bond, Distributor.

Selkirk, Ohio. C. P. Roberts, Reliable Distributor.

Pittsburg, Pa. The "Twin Cities" Distributing Agency are the "Greater Pittsburg" Distributors. Pop. 600,000. Members National Distributors' Association. Office, 616 Six St., Pittsburg. Branch, Allegheny. J. T. Hudson, mgr.

Kerrsville, Tex., Geo. A. Harrison, Box 90. Circulars distributed and signs nailed up in Kerr and adjacent counties.

Dicksonburg, Pa. I. C. McLean, Distributing in Crawford county.

Greenpoint, L. I. Pop. 160,000. F. Loweree, 58 Clay, Reliable Distributor.

Mattapan, Mass. D. L. Cushing, Circular Distributor and Gen. Advertiser.

Butler, Ohio. M. M. Spohn, Circulars distributed and signs nailed up in Richland and adjacent Co's. \$1.75 per m.

Menomonic, Wis. Flint & Thompson, Circular Distributors. References furnished. Rates sent on application.

Rochester, N. Y. The J. E. Stroyer Co., 114 Wald St., handles all classes of advertising matter from a hand bill to a circus program. No botch work.

EXPERT AD WRITERS.

Advertisements under this head \$1.50 per year, in nonpareil. In bold face type, \$2.00 per year. Display advertisements not exceeding 7 lines, 25c. per line. All advertisements amounting to \$1.50 and over include a year's subscription free.

Bates, Charles Austin, 1413-1415 Vanderbilt Bldg. New York, N. Y. Barless, C. J. Rose, N. Y.

Bond, of Boston, 116 Central Street. Curran, R. L., 111 West 34th st., New York, N. Y.

Day, Chas. H., Whitneyville, Conn. Fowler, Nath. C., Tribune Building, N. Y. Marston, Geo. W., Portsmouth, N. H. Moses, Bert M., Box 283, Brooklyn, N. Y. Newitt, J. C., Stinson Bldg., Los Angeles, Cal. Patterson, Will J., 123 1/2 W. 3d, Los Angeles, Cal. Scarborough, Jed., Atlantic Bldg., Brooklyn, N. Y. Star Ad. Writing Bureau, Evening Star Bldg., Washington, D. C. Stewart, W. C., 414 Elm Ave., Philadelphia, Pa. Ward, A. Thomas, Lincoln Bldg., Union Sq., N. Y. Wilder & Co., 621 Market st., San Francisco, Cal.

Woolfolk, Chas. A., 446 W. Main street, Louisville, Ky. Zingg, Chas. J., Farmington, Me.

STREET CAR ADVERTISING.

Advertisements under this heading \$1.50 per year, in nonpareil. In bold face type, \$2.00 per year. Display advertisements amounting to \$1.50 and over, include a year's subscription free.

Barron G. Collier, Times Bldg., N. Y. Cole Bldg., Memphis, Tenn. George Kissam, 50 Bromfield St., Boston, and Postal Telegraph Bldg., New York City. Broadway Advertising Co., Hugh J. Grant, pres. 261 Broadway, New York City.

Mark D. Batchelder Co., 98 1/2 Marietta Street, Atlanta, Ga. Also Savannah, Ga. Charleston, S. C., Richmond, Va., Peoria, Ill., St. Joseph, Mo., Dubuque, Ia.

O. J. Milford, Hammond Building, Detroit, Mich. Western Adv. Co., 316 Union Trust Building, St. Louis, Mo. Sam. F. Ferree, 231 Broadway, New York City. Manhattan E. R. Advertising Co., 33 Murray st., New York City. Wm. Wineburgh, Times Bldg., N. Y. M. Wineburgh, r. Boston, Mass. M. Wineburgh, Jr., 164 Bank st., Cleveland O. Wm. Wineburgh, 106 W. Broadway, New York City. The Acton-Burrows Co., Toronto, Ont.

Send 24 cts. in stamps to Hennegan & Co., 117 East Eighth Street, Cincinnati, O., and receive in return a handsome leather bound Date Book. Best ever published.

When you write, mention Billboard Advertising.

POSTER PRINTERS.

Advertisements under this head \$1.50 per year, in nonpareil. In bold face type, \$2.00 per year. Display advertisements not exceeding 7 lines, twenty-five cents per line. Advertisements amounting to \$1.50 and over include a year's subscription free.

Calhoun Printing Co., Hartford, Conn. Calvert Litho Co., Detroit, Mich. Cameron Show Printing Co., 57 Ann, New York. Central City Show Printing Co., Jackson, Mich. Central Litho and Eng. Co., 140 6th ave, New York. Central Show Printing Co., 143 Monroe, Chicago. Correspondent Show Printing Co., Piqua, Ohio. Courier Printing Co., Grandford, Ontario. Courier-Journal Job Rooms, Louisville, Ky. Courier-Show Printing Co., Buffalo, N. Y. Cox's Sons, John, Gay and Pratt, Baltimore. The Donaldson Litho. Co., Cin'ti, O.

Eichner & Co., Baltimore. Empire Show Printing Co., 73-75 Plymouth Place, Chicago. Forbes' Litho Co., 181 Devonshire, Boston. Francis & Valentine, 517 Clay, San Francisco. Free Press Show Print., Detroit. Fox, Richard E., Franklin and Dover, New York. Gribler Litho Co., Chicago. Gillin Show Print, 132 West 14th, New York. Goes' Litho Co., 140 Monroe, Chicago. Gt. Am-Eng & Print Co., 57 Beekman, New York. Greve Litho Co., The Milwaukee, Wis. Haber, P. A., Fond-du-lac, Wis. Hasselmann Printing Co., Indianapolis, Ind. Hatch, C. R. & H. L., Nashville, Tenn.

Hennegan & Co., Cincinnati, Ohio. Johnson, J. B., 48 Centre, New York. Jordan Show Printing Co., 125 Franklin, Chicago. Journal Job Rooms, Columbus, O. Ledger Job Office, 605 Sanson, Philadelphia. Libbie Show Print, Bos on, Mass. Lick Show Print, Fort Smith, Ark. Miller & Mass, 222 Centre, New York. Maurer's Printing House, New Orleans, La. Metropolitan Printing Co., 222 W. 26th, New York. Miner Litho Co. The H. C. 242 west 14th st., New York.

Morgan, W. J. & Co., St. Clair, Cleveland. Morrison Show Print, Detroit, Mich. National Printing & Eng. Co., Chicago. Orcutt Litho Co., Chicago. Pioneer Printing Co., 214 Jefferson, Seattle, Wash. Planet Show Print, Chatham, Ont., Canada. Richardson & Foss, 112 4th Ave, New York. Riverside Printing Co., 216 3rd, Milwaukee, Wis. United States Printing Co., Cincinnati. What Cheer Show Printing Co., Providence, R. I. Winterburn Show Print, 166 Clark, Chicago.

BOSTON, MASS. J. Donnelly & Sons, 6 Tamworth St. Boston Advertising Co., 8 Bromfield st. BROOKLYN, N. Y. The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson aves. Thos. A. Skidmore, 640 Halsey st. CINCINNATI, O. The John Chapman Sons Co., 19 Longworth st. Dill's Advertising Service, 312 Colquhoun st. P. Morton, 333 west Fifth st. CHICAGO, ILLS. R. J. Gunning, Wabash ave., cor. VanBuren st. Bour & Company, 59 Dearborn st. F. M. Lewis & Co., Temple Court. Thos. Cusack, Blue Island ave. and Throup st. CLEVELAND, O. Bryan & Co., High and Middle Sts. DENVER, COL. The Curran Bill Posting and Advertising Co. DETROIT, MICH. Walker & Co., 43 Rowland st. KALAMAZOO, MICH.—J. E. McCarthy & Co. LEXINGTON, KY. L. H. Ramsey & Co., 137 east Main-st. LOUISVILLE, KY.—Heverin Bros. NEWARK, N. J.—Newark Bill Posting Co. NEW YORK, N. Y. The O. J. Gude Co., 113 - 115 W. Broadway C. S. Houghtaling, No. 3 Park Place L. E. LaFour, 1718 Broadway S&M W. E. E. Koop, 87 Nassau st. "U. S. Cusack" Advertising Co., 65 Vesey street Colyers System Advertising Service, 113 and 115 west Broadway OMAHA, NEB. Thos. Mulvihill, 1512 Harney st. OSHKOSH, WIS.—John E. Williams. PHILADELPHIA, PA. American Advertising Sign Co., 1336 Race st. Wm. Johnson. PITTSBURGH, PA. G. G. O'Brien. PEABODY CITY, IOWA.—W. S. Parker SAN FRANCISCO, CAL. Arthur M. Plato. S. I. Stone, 506 Commercial st. SCRANTON, PA.—Reese & Long Adv. Co. ST. LOUIS, MO. W. F. Williamson, 113-115 N. 6th street. Hulst & Stout Adv. Sign Co. R. J. Gunning. TORONTO, CAN.—Toronto Bill Posting Co. The Acton Burrows Co. VANCOUVER, CAN.—The Acton Burrows Co. WINNIPEG, CAN.—The Acton Burrows Co.

MURAL SIGNS AND PAINTED BULLETINS.

Advertisements under this head \$1.50 per year in nonpareil. In bold face type, \$2.00 per year. Display advertisements not exceeding 7 lines, 25c. per line. Advertisements amounting to \$1.50 and over include a year's subscription free.

BOSTON, MASS. J. Donnelly & Sons, 6 Tamworth St. Boston Advertising Co., 8 Bromfield st. BROOKLYN, N. Y. The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson aves. Thos. A. Skidmore, 640 Halsey st. CINCINNATI, O. The John Chapman Sons Co., 19 Longworth st. Dill's Advertising Service, 312 Colquhoun st. P. Morton, 333 west Fifth st. CHICAGO, ILLS. R. J. Gunning, Wabash ave., cor. VanBuren st. Bour & Company, 59 Dearborn st. F. M. Lewis & Co., Temple Court. Thos. Cusack, Blue Island ave. and Throup st. CLEVELAND, O. Bryan & Co., High and Middle Sts. DENVER, COL. The Curran Bill Posting and Advertising Co. DETROIT, MICH. Walker & Co., 43 Rowland st. KALAMAZOO, MICH.—J. E. McCarthy & Co. LEXINGTON, KY. L. H. Ramsey & Co., 137 east Main-st. LOUISVILLE, KY.—Heverin Bros. NEWARK, N. J.—Newark Bill Posting Co. NEW YORK, N. Y. The O. J. Gude Co., 113 - 115 W. Broadway C. S. Houghtaling, No. 3 Park Place L. E. LaFour, 1718 Broadway S&M W. E. E. Koop, 87 Nassau st. "U. S. Cusack" Advertising Co., 65 Vesey street Colyers System Advertising Service, 113 and 115 west Broadway OMAHA, NEB. Thos. Mulvihill, 1512 Harney st. OSHKOSH, WIS.—John E. Williams. PHILADELPHIA, PA. American Advertising Sign Co., 1336 Race st. Wm. Johnson. PITTSBURGH, PA. G. G. O'Brien. PEABODY CITY, IOWA.—W. S. Parker SAN FRANCISCO, CAL. Arthur M. Plato. S. I. Stone, 506 Commercial st. SCRANTON, PA.—Reese & Long Adv. Co. ST. LOUIS, MO. W. F. Williamson, 113-115 N. 6th street. Hulst & Stout Adv. Sign Co. R. J. Gunning. TORONTO, CAN.—Toronto Bill Posting Co. The Acton Burrows Co. VANCOUVER, CAN.—The Acton Burrows Co. WINNIPEG, CAN.—The Acton Burrows Co.

When you write, mention Billboard Advertising.

BILLBOARD

ADVERTISING

ADVOCATING MODERN METHODS OF ADVERTISING.

VOL. V., No. 6.

CINCINNATI, JUNE 1, 1896.

PRICE 10 CENTS PER YEAR, \$1.00

HOWELLS.

THE SAGE OF HARPER.

He discusses advertising, Charles Austin Bates and Mr. Bates' latest book.

The other day, that friend of mine who professes all the intimacy of a bad conscience with many of my thoughts and convictions, came in with a bulky book under his arm, and said, "I see by a guilty look in your eye that you are meaning to write about Spring." "I am not," I retorted, "and if it were, it would be because none of the new things have been said yet about spring, and because spring is never an old story, any more than youth or love." "I have heard something like that before," said my friend, "and I understand. The simple truth of the matter is that this is the age-end of the season, and you have run low in your subjects. Now, take my advice, and don't write about Spring; it will make everybody hate you, and will do no good. Write about advertising." He tapped the book under his arm significantly. "Here is a theme for you."

He had no sooner pronounced these words than I began to feel a weird and potent fascination in his suggestion. I took the book from him, and looked it eagerly through. It was called "Good Advertising," and it was written by one of the experts in the business, who have advanced it almost to the grade of an art, or a humanity. "But I see nothing here," I said, musingly, "which would enable a self-respecting author to come to the help of his publisher in giving due hold upon the public interest these charming characteristics of his book which no one else can feel so penetratingly or celebrate so persuasively." "I anticipated some such objection from you," said my friend. "You will admit that there is everything else, here?" "Everything but the most essential thing. You know how we all feel about it: the bitter disappointment, the heart-sickening sense of insufficiency that the advertised praises of our books give us poor authors. The effect is far worse than that of the reviews, for the reviewer is not your ally and co-partner, while your publisher—

"Something like that. But you understand it?" "Perhaps a Roentgen ray might be got to do it," said my friend, thoughtfully, "or perhaps Mr. Bates may bring his mind to bear upon it yet. He seems to have considered every kind of advertising except book-advertising." "The most important of all!" I cried, impatiently. "You think so because you are in that line. If you were in the line of varnish, or bicycles, or soap, or typewriters, or extract of beef or of malt—" "Still I should be interested in book-advertising, because it is the most vital of human interests." "Tell me," said my friend, "do you read the advertisements of the books of rival authors?" "Brother authors," I corrected him. "Well, brother authors." "I said, No, candidly, I did not; and I forebore to add that I thought them little better than a waste of the publishers money."

II.

My friend did not pursue his inquiry to my personal disadvantage, but seemed to prefer a more general philosophy of the matter. "I have often wondered," he said, "at the enormous expansion of advertising, and doubted whether it is not mostly wasted. But Mr. Bates, here, has suggested a brilliant fact which I was unwittingly groping for. When you take up a Sunday paper—I shuddered, and my friend smiled intelligence—"you are simply appalled at the miles of announcements of all sorts. Who can possibly read them? Who cares even to look at them? But if you want something in particular—to furnish a house, or buy a suburban place, or take a steamer for Europe, or go to the theatre—then you find out at once who reads the advertisements and cares to look at them. They respond to the multifarious wants of the whole community. You have before you the living operation of that law of demand and supply which has always been such a bore to hear about. As often happens, the supply seems to come before the demand; but that's only an appearance. You wanted something, and you found an offer to meet your want."

"Then you don't believe that the offer to meet your want suggested it?" "I see that Mr. Bates believes something of the kind. We may be full of all sorts of unconscious wants which merely need the vivifying influence of an advertisement to make them spring into active being; but I have a feeling that the money paid for advertising which largely appeals to potential wants is largely thrown away. You must want a thing, or think you want it; otherwise you resent the proffer of it as a kind of impertinence." "There are some kinds of advertisements, all the same, that I read without the slightest interest in the subject matter. Simply the beauty of the style attracts me." "I know. But does it ever move you to get what you don't want?" "Never; and I should be glad to know what Mr. Bates thinks of that sort of advertising: the literary, or dramatic, or humorous, or quaint?" "He doesn't condemn it, quite. But I think he feels that it may have had its day. Do you still read of such advertisements with your early zest?" "No; the zest for nearly everything goes. I don't care so much for Tourguenief as I used. Still, if I come upon the jaunty and laconic suggestions of a certain well-known clothing-house, concerning the seasons wear, I read them with a measure of satisfaction. The advertising expert—" "Mr. Bates calls him the adsmith." "Delightful! Ad is a loathly little word, but we must come to it. It's as legitimate as lunch. But as I was saying, the adsmith seems to have caught the American business tone as perfectly as any of our novelists have caught the American social tone." "Yes," said my friend, "and he seems to have prospered as richly by it. You know some of those chaps make \$15,000 or \$20,000 by adsmithing. They have put their art quite on a level with fiction pecuniarily." "Perhaps it is a branch of fiction." "No; they claim that it is pure fact. Mr. Bates discourages the slightest admixture of fable. The truth, clearly and simply expressed, is the best in an ad." "It is best in a wolf, too. I am always saying that." "Well, work of fiction. It's another new word, like lunch or ad." "But in a wolf," said my friend, instantly adopting it, "Mr. Bates insinuates that the fashion of payment tempts you to verbosity, while in an ad the conditions oblige you to the greatest possible succinctness. In one case you are paid by the word; in the other you pay by the word. That is where the adsmith stands upon higher moral ground than the wof-smith." "I should think Mr. Bates might have written a recent article in The—, reproaching fiction with its unhallowed gains." "If you mean that for a sneer, it is misplaced. He would have been incapable of it. Mr. Bates is no more the friend of honesty in admithing than he is of propriety. He depreciates jocosity in apothecaries and undertakers, not only as bad taste, but as bad business; and he is as severe as any one could be upon ads that seize the attention by disgusting or shocking the reader, like 'Baby one solid Sore,' for an eczema cure." "He is to be praised for that, and for the other thing; and I shouldn't have minded his criticising the greedy wof-smith. I hope he attacks the use of display type, which make our newspapers look like the poster-plastered fences around vacant lots. In New York there is only one paper whose advertisements are not typographically a shock to the nerves." "Well," said my friend, "he attacks foolish and ineffective display." "It is all foolish and ineffective. It is like a crowd of people trying to make themselves heard by shouting each at the top of his voice. A paper full of display advertisements is an image of our whole congested and delirious state of competition; but even in competitive conditions it is unnecessary, and it is futile. Compare any New York paper but one with the London papers, and you will see what I mean. Of course I refer to the ad pages; the rest of our exception is as offensive with pictures and scare-heads as all the rest. I wish Mr. Bates could revise his opinions and condemn all display in ads." "I dare say he will when he knows what you think," said my friend, with imaginable sarcasm.

"I see a great opportunity for the work-smith in some such dream," said my friend. "Why don't you turn it to account?"

"You know that isn't my line; I must leave that sort of wifemithing to the romantic novelist. Besides, I have my well-known panacea for all the ills our state is heir to, in a civilization which shall legislate foolish, and vicious, and ugly, and adulterate things out of the possibility of existence. Most of the ad smithing is now employed in persuading people that such things are useful, beautiful, and pure. But in *my* civilization they shall not even be suffered to be made, much less foisted upon the community by adsmiths."

"I see what you mean," said my friend; and he sighed gently. "I had much better let you write about Spring."

SOLICITING.

One encounters here and there a bill poster who will tell you that he cannot solicit. If pressed for his reasons for believing himself incapable of this line of work, he will invariably tell you that he is either not a good talker or that he is poor at argument. It will be found too, that he has tried it on one or possibly several occasions and met with so little success that he is convinced that either he is hopelessly incompetent or that his local trade is unalterably opposed to the billboards. Consequently, he has calmly made up his mind that what can't be cured must be endured, and quietly settled down to make the best of the situation.

In pursuing this course, such men are deliberately allowing a golden chance to strengthen their hold upon the town, to slip through their fingers. There was a time when all that was necessary for a bill poster to do in order to enjoy immunity from opposition was to cultivate the good will of the theatre manager. That time has gone.

We know of a town, a small one too, where the local bill poster has five local merchants on the boards. They are there the year round, and the lightest advertiser of the lot pays him more weekly than the theatre.

The bill poster who does not solicit his local trade is unjust to himself, nay worse, he is openly inviting opposition. Besides, there is no excuse for his indifference and lassitude.

It is a mistake to suppose that a solicitor has need of any special attributes or particular gifts. The best solicitors extant are those of few words who combine quiet and systematic persistence with never-failing good humor. It is eternally sticking at it that brings success.

The designs of commercial posters now issued by the various printing houses throughout the country, are so apt and catchy that they need only to be shown. They almost sell themselves.

The printers allow liberal commissions, and a live man can earn in this wise alone from twenty-five to forty dollars a week, to say nothing of the increased earning capacity of his boards.

We have direct knowledge of a bill poster whose commissions from printers alone in one week, amounted to \$102.00.

Surely instances like this make it worth trying. The sooner this matter is taken up in earnest the sooner will employing bill posters be able to discard the brush for the desk and pen, and it is perhaps

needless for us to observe that you can purchase the brawn and muscle required to wield the former at a less cost per week than you can secure the brains to direct the latter.

Write at once for samples. Write every printer that makes a specialty of commercial posters, familiarize yourself with their prices and make a start without further delay. Then go a step farther, write all the theatrical printers for their catalogues, study them carefully, and file them away for further reference. You will then be able to put your hand on anything you require in the way of posters. If an amateur minstrel performance is gotten up in your locality, or a dance, or a benefit performance, an excursion, or anything at all you will be able to obtain the necessary printing for the projectors. In an incredibly short time you will be regarded as an authority not only on bill posting but upon poster printing as well. This will result in a greatly augmented income and at the same time render it practically impossible for a rival bill poster to get a foot hold in opposition to you, for you will own the town.

CHICAGO BILL POSTING.

Few people, in glancing in a casual way at a glaring poster on a dead wall, entertain the least idea of the expenditure in labor and money that the poster represents.

In the first place, no one is expected to look at a poster in any other but a casual manner, and for that reason the expert designer and really clever advertiser puts very little printing matter on his work, and brings that little out so bold and striking that it is well nigh impossible to avoid reading it. As for pictorial posters, they always attract sufficient attention, if the subject is striking and is produced in glaring colors.

It is not that the paper spread on the dead walls and bill boards of Chicago is not clever and artistic work that it fails to attract more than passing attention, but rather because it is spread with such profusion that it becomes too common to the eye to awake much interest from the ordinary mortal. But with the bill poster or showman it is different.

Their greatest joy is the discovery of something new and artistic in that line, and tired as they must grow of handling the stuff daily, it is doubtful if there are many bill rooms in local theatres that are not papered with pretty lithographs.

It is the same with the advertising cars of circuses; they are lined with lithos of other companies, usually pictures of dippy soubrettes or dramatic scenes. Even opera house managers are wont to have a few favorite lithos hung about their snug and secluded retreat, where they reign supreme over all pertaining to the "show shop."

It is calculated that there is enough paper posted in Chicago annually to encircle the globe. The immense outlay that this represents can be understood when it is known that the stuff costs from two and three cents to seven and eight cents a sheet. A sheet is a bolt twice the size of an ordinary newspaper page, and even the largest "stands," as the big bills are called, are made in sheets which are matched together by the bill poster when he puts it up. Every stand is so folded when it leaves the lithographers that each succeeding sheet is ready to his hand. This fact, and the wonderful dexterity attained by bill posters, accounts for the startling speed with which they can hide an old fence under a big "twenty four sheet" extolling the wonders to be seen in some coming attraction.

Circus billing runs in "stands" from fifteen sheets to forty, and sometimes even more. Unlike theatrical or commercial advertisers, the circus people post their

own bills, and they have a system peculiar to themselves. Instead of posting by the sheet they have the big posters matched together and rolled up so that each "stand" is one big piece. A crew of eight or ten men will tackle a wall and in an almost incredible period will have it completely covered with flaming pictures of the startling wonders gathered from the four corners of the earth. Other advertisers depend upon bill posting companies, but the circuses, with their army of advance men, simply bury everything in sight under their paper, and when the show leaves its winter quarters the advance cars that pulled out fifteen or twenty days before, have left a trail of lithographing half way across the continent.

To the European mind the American bill poster is a wonder and an object to be studied. Several years ago, when a big American show went to London, the people went wild over their work. They blocked the streets while the knights of the brush stopped paste over everything and cheered wildly when the billers covered an immense fence in a few moments. The Londoners had never seen any such work before, and when the bill posters left they entertained a rather exalted idea of the enterprise and hustling ability of the Yankees.

Through the rural districts in this country the circus bill posters excite nearly as much admiration as the circus camps in a large town, but the billers drive through the country for nearly a hundred miles round about and decorate all the old barns, while the natives gaze with wonder. It is a hard job to post bills during a blow of wind, but there are few gales that can stop a circus gang. The paper spread by any of the large circuses during the season costs a snug fortune, but it must be done to draw crowds; and year after year, the advance gangs cover all the old fences, barns and sheds of the land, just as energetically as ever.—*Exchange.*

The Chicago Bill Posting Co., covers all the points of vantage in Chicago. Mr. P. F. Schaefer, manager of this concern is one of the shrewdest advertising experts in the country.

FRONTISPIECE.

Morris Harwick, whose portrait adorns our first page this month, is the well known Chicago representative of the Donaldson Litho. Co., of Cincinnati. Mr. Harwick is twenty six years of age. He was born in Germany, and has traveled extensively in Europe. He is an expert engraver, and an artist of splendid ability, having plied his vocation in England, France, and Germany.

His intention when he reached America, some three years ago, was to pursue his artistic career further, but the possibilities of poster advertising impressed him so strongly that he abandoned the brush and has since devoted himself to preaching the doctrine of the potent billboards. He speaks five languages fluently, and is a prince of good fellows.

The output of the Donaldson Litho. Co., in his territory, is controlled by him absolutely, and he is virtually sole agent of that company in Chicago, and the Northwest. It is said that he draws a handsome salary, besides having an interest in the profits of all business in his territory.

The Newark Bill Posting Co. has one of the best letter heads we have ever seen. If there was more stationery of this kind utilized by the craft at large, it would help business in general.

If pressed for time, use posters. Their action is almost instantaneous.

Printing House Gossip.

Items of news or comment for this department are solicited.

The Dean Printing Co., of Grand Rapids, Mich., are the latest to enter the poster field. They recently executed a handsome poster for the Richardson Silk Co., of Belding, Mich.

One man cannot make an association, and that is the only reason the Show Printers Association is not a success. Thos. S. Dando did a phenomenal amount of work to make this organization a success, and had he been accorded one tenth part of the support he deserved, he would have accomplished his aims.

E. C. Neele of the Russell and Morgan Co., of Cincinnati, has not severed his connection with that concern after all. His employers refused to accept his resignation, thus clearly demonstrating the fact that they know a good thing when they have it.

Harry Anderson, manager of the Enquirer Job Printing Co., Cincinnati, has issued a calendar that is a real novelty if ever there was one. This concern has also achieved the distinction of having turned out a three sheet descriptive poster which approaches the ideal as nearly as any poster can. It advertises the opening of a Cincinnati suburban resort. The only text on it is "Lagoon opens Thursday May 21" and the taste and discretion exercised in the display of the terse legend is admirable.

At the annual meeting of the stockholders of The Great American Engraving & Printing Co., held at their office New York City, on May 16, the following directors were elected for the ensuing year: T. R. Dawley, R. E. Roylance, and L. D. Thompson. T. R. Dawley was re-elected president and manager, and R. E. Roylance secretary and treasurer.

HERE AND THERE.

Mrs. J. Ballard Carroll has been in poor health for over half a year. May 11th, she accompanied her husband to Buffalo where he attended the semi-annual convention of the New York State Bill Posters Association. Mrs. Carroll was in hopes that the trip would benefit her health but she became worse, in fact, so seriously ill that Mr. Carroll had to leave her with friends in Rochester, she being unable to undertake the trip home. Both Mr. and Mrs. Carroll have the sympathy of a large circle of friends.

Sam W. Hoke has removed to 107 W. 28th Street, near Sixth Ave., New York.

Some miscreant tore down the large billboards on East Market Street, belonging to Oplinger & Butkiewicz, at Nanticoke, Pa., May 5th.

It is said that J. Garlick of New Orleans, went down in the political landslide which struck that city recently.

The Kansas Bill Posting Co., L. M. Crawford, manager, owns and controls all boards in Leavenworth, Topeka and Wichita, also in St. Joseph, Mo. All communications should be addressed to the headquarters at Topeka.

AND EDDIE ALSO.

The self-appointed "Moses" who would lead the American Bill Posters out of the wilderness of low prices, recently scolded.

The following correspondence sent us by Chamberlin, Barhydt & Co., of Burlington, Ia., explains itself. No comment on our part is necessary. The arraignment is simple, direct and unanswerable.

Burlington, Iowa, May 8th, 1896.
Editor BILLBOARD ADVERTISING.
Your letter of the 7th received. We are glad to assist in giving anything a show. The Interstate is young, and we hope the hustle will develop in a reasonable time.

We enclose you copy which you may insert in your June issue.
We have belonged to the Associated Association for a number of years. Before the internal dissensions and eternal quarrelling commenced, it was undoubtedly of benefit to the members. Of late, however, they seem to be dead, not sleeping. We received a little shipment of paper from them a few days since. We enclose their letter, and our reply in duplicate on the back. We trust that we shall never feel inclined to write anything of this sort to the Interstate.
Very truly yours,
CHAMBERLIN, BARHYDT & CO.

New York, May 2nd, 1896.
Mr. D. F. CLINE, Burlington, Iowa.
Dear Sir:—I have expressed you, prepaid, two hundred one-sheet "Glove-Fitting" corset posters. The same are to be posted "as chance may offer," and you are to post one hundred upon arrival, and in fifteen days from date of first posting the balance.

Price for same is three cents per sheet, less my regular commission.
Enclose you O. K. blank which you will please sign yourself, also have some leading dry-goods merchant of your city sign it, then return to me with your bill.
Thanking you to give this your prompt attention, and thereby encourage the advertiser to continue advertising through our medium, I am
Very truly yours,
EDWARD A. STAHLBRODT.

Burlington, Iowa, May 4th, 1896.
EDWARD A. STAHLBRODT, Esq.,
621 Broadway, New York City.

Dear Sir:—Just in receipt of letter, and also by express, package of two hundred one-sheet "Glove-Fitting Corset" posters; both of these addressed to Mr. D. F. Cline, a party entirely foreign to this city, but who formerly was in business in Feoria; although he sold out there nearly a year ago, and is now an ordinary bill poster with the Ringling Bros. Circus. However, this hardly surprises us, as it would seem that the officer of the Association has very little time to devote to anything except fighting those soliciting advertising agents, who really do the bill posters in general the most good. The Association may be an excellent thing for its members in a few of the larger cities, but this is the very first expression of its continued existence that we have seen, and even in this case it is so ridiculous as to be a matter of amusement. The idea of all the high tariff talk indulged in by the Association, and then to send out "thirty days guaranteed" work at three cents a sheet, less my regular commission, to a town where seven cents is the regular schedule rate. The matter is here, subject to your order, or that of Mr. Cline, to whom it is addressed.

We thank you for what may possibly be your good intentions, but where Gude, Hote, and others pay us from five to seven cents a sheet for posting, we really cannot conscientiously violate our agreement with the associated Association by accepting even its work at such inadequate prices.
Very truly yours,
CHAMBERLIN, BARHYDT & CO.

The Passaic Advertising Co., of Passaic, N. J., had an experience similar to the above with the same party. Upon receipt of the paper they wrote to J. Ballard Carroll, asking that gentleman for a definition of the phrase "As chance may

offer." Mr. Carroll replied as follows, viz: "As chance may offer, means, take 1000 sheets of paper and divide them up in lots of 250 per week giving them a four weeks' showing, *not guaranteeing any length of time for the display.*" Upon receipt of this letter, the Passaic Advertising Co., advised Mr. Stahlbrodt of Mr. Carroll's decision. The latter immediately replied. "In answer to your favor of May 16, beg to state that I am quite surprised at the letter written you by Secretary Carroll, and that under no circumstances can I pay the prices you demand for posting the paper sent you . . . you may rest assured that I fully understand the association prices and that I at all times offer work in conformity therewith. It sometimes happens that I receive more on some work than on others, and I do the best I can for the bill posters at all times."

Bill posters in general will obtain a clear idea of the merits of the case by giving Mr. Stahlbrodt's contract a little careful study. We append it herewith.
BILL POSTERS REPORT, or O. K. SHEET FOR POSTING.
We (Bill Posting Co.) do hereby subscribe our name in testimony that we have faithfully performed the services as required of us according to contract entered into with Edward A. Stahlbrodt, 621 Broadway, New York City, for posting 200 one-sheet "Glove-Fitting Corset" posters. The above was posted as chance may offer, and guaranteed for twenty days.
Signed Bill Poster.
I have seen the posters displayed as above referred to, and believe the service to have been faithfully and judiciously rendered.
Signed Merchant.

The correspondence is reproduced verbatim. We rise to remark: "Who is attempting to 'jolly' now?" We would also like to know purely out of curiosity.
1.—What does Mr. Carroll think of the uncalled for affront offered him?
2.—What sort of service are the Glove-Fitting Corset people paying for?
3.—What sort of service are they getting?

Will some kind and generous authority please enlighten us.

A prominent member of the Michigan Bill Posters' Association writes as follows: "We must elect Geo. Leonard president of the A. B. P. A. I think he stands a good chance to get there. I am of the same opinion as you. There must be something done at the next meeting or our name is Dennis. I have written various parties in other states and they all seem to think as I do. As for the Michigan State Bill Posters' Association, it got along better when we were running along by ourselves, before we got a charter from the A. B. P. A., and for all the good it does the bill posters of Michigan we might as well get out and go it alone again. We receive no benefit from them whatever."

A member of the Inter-state Bill Posters, Association sends us the following:—"I do not think the members of the Interstate should pay any commissions to Stahlbrodt, and I am going to propose a measure to this effect at our Chicago convention. I do not think we ought to boycott him, but I do think that we ought to refuse him any commissions. He has persistently fought us, and has refused to recognize us and has insulted and affront-

ed us every chance he got. I say that retaliation is in order. Now that the A.B. P.A. is bankrupt and busted, he needs us and we have a chance to get back at him. Wonder how he would like a good stiff dose of his own medicine?"

NEW YORK BILL POSTERS' ASSOCIATION.

REGULAR SEMI-ANNUAL CONVENTION,

Held at Buffalo, Monday, May 11.

The regular semi-annual convention of the New York State Bill Posters' Association was held Monday, May 11, at the Stafford House, Buffalo. Accounts of business transacted are very meagre according to reports in the Buffalo papers, this feature of the convention being dismissed with a few words. The *Buffalo Express* says: "The work of the convention related to routine business." Two delegates were elected to attend the convention at Cleveland, O., viz.: Edward A. Stahlbrodt, of Rochester, and Norman A. Seymour, of Mt. Morris. Just why Mr. Stahlbrodt should have had himself elected a delegate is not quite plain. He is a member of the A. B. P. A., and entitled to a voice in the proceedings of the national organization without the powers of a delegate. Under the circumstances it would seem that he ought to have given away in favor of some member of the State Association who was not a member of the A. B. P. A. Most of the members present left for home the same night, but some few remained over, and visited the home and vineyards of Mr. Whitmier on the following day. After the convention had adjourned, some one gave out the report that it had subscribed \$5,000 with which to fight the opposition at Albany, N. Y. Up to the time of our going to press, this report could neither be affirmed nor denied. We are not inclined to give it credence or even serious consideration.

Mr. Carroll himself knows nothing of it. Owing to the serious illness of his wife, he did not reach Buffalo until after 5 P. M., and finding that the convention had already adjourned, he took the next train back, and in thirty minutes was on his way to Rochester to rejoin his wife. Whoever gave out the list of members in attendance was a most facile and masterly liar. Over half of those reported to have been present, have assured us they were not.

ILLINOIS.
This association exists in name only; no meeting has yet been called, and it is not likely that any will take place.

PENNSYLVANIA.
The Pennsylvania Bill Posters' Association held its annual meeting in the Grand Opera House. The following members were present: John D. Mishler, Reading; J. W. Worman, Allentown; J. Silverstine, Honesdale; J. O. Hearn, Carbondale; John G. Reese, Scranton; R. E. Hankry, Bittston; G. W. Hammersley, Hazleton; M. H. Burgunder, Wilkesbarre. The following officers were elected, viz.: Pres., John D. Mishler, Vice-Pres., J. W. Worman; Treas., M. H. Burgunder; Sec'y, John G. Reese. New members were elected to membership from the following towns, viz.: York, Lebanon, Altoona, and Lancaster.

Sanford H. Robison, of the American Bill Posting Co., Philadelphia, was too busy to attend, a circumstance that he regrets. Neither Erie nor Pittsburg were represented. Pres. John D. Mishler assures us that the association is all right, and that means that it is.

We are indebted to Sec'y Reese for a correct list of those present.

THE OHIO BILL POSTERS.
The regular annual convention of the Ohio Bill Posters' Association has been postponed. It will be held at Cleveland, Monday, July 13, one day ahead of the A. B. P. A.

MICHIGAN.
The annual convention of the Michigan Bill Posters' Association will be held at Fort Huron, Thursday, June 2. Although nothing of importance is booked for special consideration, the meeting promises to be largely attended. The association will as usual elect two delegates to the associated convention, and it goes without saying that they will be instructed for Leonard and the liberal ticket.

THE INTER-STATE.
The Inter-State Bill Posters' Association continues to enjoy a steady and healthy growth. During the month of May it added seven new members, two of whom, Beal, of Sioux City, and the Western Bill Posting Co., of Salt Lake City, left the A. B. P. A. to unite with its younger and more progressive rival.

The Inter-State now has twice the number of members that the A. B. P. A. can boast of (members in good standing), and it will only be a matter of a few months now before the victory of the new movement will be generally conceded. Many important members of the A. B. P. A. are wavering, and are only waiting for the outcome of the Cleveland meeting to declare themselves.

Buffalo. Detroit. Chicago. St. Louis. Denver. Providence. New Orleans. Boston. Baltimore. San Francisco. Brooklyn.

Sam W. Hoke
107 West 28th St., NEW YORK.

BILLS POSTED ANYWHERE.
ADS PAINTED ANYWHERE.

ADVERTISERS

Who Are Using Posters and Circulars.

BILL POSTERS AND DISTRIBUTORS SHOULD COMMUNICATE WITH THEM WITHOUT DELAY.

Atkinson & Co.....Chicago
Allen, G.S.....Portland, Mich
Andrew, C.N.....Buffalo, Wyo
American Chemical Co.....Minneapolis
Albaster, H.....London, Ont
American Indicator Co.....Lawrence, Mass
Averill, A.W.....Winona, Minn
Ale and Beef Company.....New York
Allen, W.A., Adv Agency.....New York
American Correspond'ce Club, Clarksburg W Va
Aphro Medicine Co.....Portland, Ore
Am Home Journal.....Bridgewater, Conn
Andrews, E.W.....Elmira, N.Y
Agnew, Mr.....Chicago
Alliance Hotel Company.....Chicago
Allen & Co.....Chicago
Auker, F.....Jersey City, N.J
Boes, Wm.....Brooklyn, N.Y
Bech, F.D.....Brilliant, O
Brinkerhoff, N.M.....Bloomville, O
Boyne, Harry.....Rosehill, Kansas
Bradley, E.R.....Houston, Texas
Barringer, M.A.....Chicago
Bronson Publishing Co.....New York
Birkholz, Prof.....Chicago
Bussell & Co.....Toronto
Binford, R.E.....Nashville, Tenn
Brookside Poultry Yards.....Centerville, N.Y
Bapter, Charles H.....Terre Haute, Ind
Bell Toilet Manufacturing Co.....Chicago
Bow Electrical Co.....New York and Phila
Bennett, P.F.....Parkville, I.I., N.Y
Brandt, R. Co.....Chester, Ill
Blair Brothers.....Aurora, Ill
Barnhart, Lou.....Chicago
Baker, A.B.....Indianapolis
Boell, Arnold.....Hastings, Minn
Blade, Dr Philip.....New Albany, Ind
Barrett, George.....Denver
Benetline Medical Co.....Detroit, Mich
Bronson Drug Co.....Chicago
Britt, L.P.....New York
Butler Manufacturing Co.....Chicago
Buffalo Adv Agency.....Buffalo
Colburn, L.S.....Oberlin, O
Crutchley, Fred.....New York
Cannon, T.S.....Sidney, O
Carpenter Fan Co.....Newaygo, Mich
Crawford, J.S.....Kingston, New Mexico
Corwin, H.C.....Topeka, Kansas
Clark, Samuel.....Washington, D.C
Chapin, S.J.....Grand Forks, N.D
Cooper, A.K.....Winona, Minn
Chiles, J.W.....Rockford, Ill
Childs Advertising Agency.....New York
Capital News Exchange.....Washington D.C
Campbell, W.S.....Minneapolis
Caton Medical Company.....Boston, Mass
Crowe, S.W., Dr.....New York
Concord Chemical Co.....Topeka, Kansas
Canadian Music Publishing Co.....Toronto
Clark Medical Co.....Chicago
Chicago Gen Supply Co.....Chicago
Calmus, G.M.....Minneapolis
Cameron, J.R.....Omaha
Cline Mfg Co.....Chicago
Chic Rye and Ear Hospital.....Chicago
Cal Land and Water Ex.....Dayton, O
Crosley, J.S. & W.G.....Greenville, Mich
Chicago Silk Co.....Chicago
Cripple Creek Abstract Co.....Cripple Creek, Col
Davison, H.P.....Highland Park Ill
Daniels, J.H.....Dunn, N.C
Doll, M.....St Martin, Minn
Diamond Jack Co.....Remova, Pa
Dulin, Wm.....Avoca, Ia
Donahue, T.L.....Webster, Col
Dewese, H.H.....River Falls, Wis
Dobie, Arthur.....Chicago, formerly Atlanta
Dawson, John & Co.....Minneapolis
Decatur Shaft Supt Co.....Decatur, Ill
DeForest L'd and Imp Co.....Chicago
Dale, B., Med Co.....South Bend, Ind
Dumont, Dr R.....Chicago
Dowd, Dr Frank.....Cleveland, O
Dunlap, Robert W.....New York
Darrow, George.....Denver
Davis, Will.....Waterloo, Ia
David, H.....Guthrie, Okla

Dummill, W.B.....Chicago
Elder & Co.....Chicago
Eureka Adv Agency.....Binghamton, N.Y
E.E. Elliott.....Knighton, Ind
Electropoise Treatment Co.....Philadelphia
Era Med Co.....Philadelphia
Ehrbates & Son.....Cleveland, O
Edward & Lord.....Greeley, Col
Edna M & M Co.....Denver
Electro Zone Co.....Wichita, Kan
Electro Pub. Co.....Chicago
Elyer & Co.....Chicago
Emp Med Co.....Boston
Fish, H.R.....Lake Mills, Wis
Fenner, Dr.....Fredonia, N.Y
Franklin A. Smith.....New York
Feurth, Joe J.....Marshalltown, Ia
Fricks, J.J.....Sherman, Tex
Faber, Frank.....Chicago
Foster Bros.....Allegan, Mich
Freedman, S.....Los Angeles, Cal
Ferguson, L., & Co.....Elwood, Ind
Fontaine, Dr A.....New York
Ford Hill Co.....Toronto
Fremont Bus College.....Fremont, Neb
Graham, R.H.....Colorado Springs, Col
Green, C.P.....Mendota, Ill
Gillette, H.H.....Argyle, Minn
Glen Gordon.....Zionville, Ill
Globe Med Co.....Tacoma
Gregg, W.W.....Chicago
Gates School of Telegraphy.....Minneapolis
Gum Elastic Roofing Co.....New York
Griffith, Dr C, Remedy Co.....New York
Galloway, A.....Rochester, N.Y
German Pub Co.....New York
Gouillard, W.H. & Co.....Boston
Hall, T.S.....Corinth, Miss
Henry, Frank M.....Boone, Ia
Harris, John B.....Fort Payne, Ala
Hilgers, John.....Shakopee, Minn
Howard, W.B.....Paris, Tex
Hannond, G.W.....Pittsburg, Kan
Hawkins, S.D.....St. Francis, Ark
Howe, Mr and Mrs J.B.....Kentland, Kan
Higbee & Hayerman.....Winona, Minn
Hanieter, Rev G.S.....Lebanon, Ore
Hall's Specific Co.....New York
Hollingsworth, Dr M.....Chicago
Hunter & Co.....Hinsdale, N.H
Boell, Arnold.....Hastings, Minn
Heinrich, Franz.....Dibley, Minn
Hulet, A.B.....Huron, S.D
Hard, R.N.....Tushkaloona, N.Y
Hahneman Specific Co, 271 Broadway, New York
Heinter, Mrs N.....St Louis
Hewett & Hosin, U.S. Press Assn.....New York
Humane Bit Co.....Newark, N.J
Hartsell Furn and Refining Co. East St. Louis, Ill
Hoxie Bros.....Boston
Hall, Dr Wm.....New York
Hoecker, W.H.....New York
Howard King Elec Co.....New York
Hall Homestead Co.....Chicago
He, C.B.....San Antonio, Tex
Heskins & Shepardson.....Chicago
Household Circle Co.....Rochester, N.Y
Heim, G.M.....Grand Island, Neb
Hall's Paper Co.....Chicago
Ideal Pub Co.....Albany, N.Y
Indeput Horse Co.....Fort Collins, Col
Im Paint and Roofing Co.....New York
Johnson, N.D.....Webster, Col
Jones, Herbert A.....Dundee, N.Y
Jack, And, & Son.....Manistee, Mich
Jenkins, I.G.....Osawego, N.Y
Judd, Dr C.B.....Detroit
Kail, A.M.....Cordova, Neb
Kresteller Bros.....Brooklyn
Keoch & Son, A.....Detroit, Minn
Kelso, W.C.....Huntingsburg, Ind
Kraft & Radcliffe.....Chicago
Killian, Adam.....Winona, Minn
Klenk, F.H.....New York
Lee, Eling.....Benson, Minn
La Crane, H.....Lancaster, Pa
Larrimer & Co.....Baltimore
Landsberg Silvis, Ins and Adv Agt, New York
Ladd, Alfred W.....New York
Leather, Conrad.....River Falls, Wis
Listol Chemical Co.....New York
Lester, Leroy.....Chicago
Leward, E.G.....Sioux Falls, S.D
Louden Med Co.....Tiffin, O
Leverette Co.....Boston
Loebach, G.....Peoria, Ill
Mullholland, Isaac.....Colby, Kan
Mann, J.A.....Lansing, Mich
Mathews, Frank.....Pittsburgh
Moser, C.....Davenport, Ia
Moeler, C.....New York
Menser, Bernhard.....Chicago
Miller, Addison.....New York
Mathews, Elmer.....Sedan, Kan
Mack, S.D & A.....Warren, Minn
Meyers, J.W.....Cleveland
Morse, S.J.....Odell, Neb
Minser, D.B.....Waupua, Wis
Miller, R.A.....Philadelphia
Meese, William A.....Heron Lake, Minn
Murray, J.F., New York and Addison Hill, N.Y
Metropolitan News Co.....Boston
Milburne Adv Agency.....Boston
Mail safe Dep Watch Co.....New York
Memorial Pub Co.....Chambersburg, Pa
Man, I.C.....Sunnyside, Nev
Mid-Continent Med Co.....Fairbury, Neb
Mizer, J.H.....Meriden, Miss
Musical Guide Co.....Cincinnati
Madrid Med Co.....Chicago
Mother Med Co.....Chicago
Minnesota Stationery Co.....Minneapolis
Muscatine Cattle Co.....Trinidad, Col
Miss Land, Loan and Inv Co.....Chicago
Mex and Tex Land and Cattle Co, El Paso, Tex
Mahony, A.....Omaha
Miller, C.E.....Cincinnati
Cash and E.E. Miller.....Canton, O
Marey, James R.....Chicago
Miller, Mildred.....South Bend, Ind
McKee, Ralph R.....New York
McMillan, D.J. & Co.....South Washington, D.C
McKinnon, J.G. & Co.....Cowarts, Ala
McConnell, Mattie.....Kenton, O
North, Joseph.....Cedar Falls, Ia
Nelson, Dr Thord.....Canby, Minn
Null, S.H. & S.E.....West Grove, Pa
Nielson, N.F., Adv Agency.....Chicago
Neilson & Co.....Chicago
N.Y. Noding Co.....New York
National Book Concern, 134 Van Buren St, Chicago
Neill, John W.....Baltimore
National Oil Co.....Cleveland
Niagara Adv Agency.....Avon, N.Y
Nichols, C. Duff.....New York
Norman Claim Agency.....Washington, D.C
Nolan, C.D.....Cleveland
O'Connor, John.....Vermillion, S.D
Osterholm, A.....Chicago
Ohio Watch Tool Co.....Piqua, O
Owen, M.R.....Omaha
Omaha C Co.....Omaha
Ohio Chemical Co.....Lima, O
Ozias, B.S.....Columbus, Tenn
Poepke, Frank.....Grand Rapids, Minn
Posten, Chas D.....Phoenix, Ariz
Peter & Alston.....Omaha
Pager, Jas & Co.....So Omaha, Neb
Puncturable Fire Armor Co.....Hagerstown, Pa
Philip, M.E.....Binghamton, N.Y
Porter, Mr.....Chicago
Pope, A.L.....St Louis
Perkins & Co.....Chicago
Paul, George J.....Omaha
Park Remedy Co.....Boston
Fond Lilly Co.....Detroit
Parson & Yeager.....Crouse Creek, Utah
Patent Telephone Indicator.....Chicago
Park City Novelty Co.....Bridgeport, Conn
Page, James & Co.....So Omaha, Neb
Page, Charles L.....Chicago
Pettitt, Dr B.B.....San Antonio, Tex
Queen Chemical Co.....Cincinnati
Rogue River Lumberman Mfg Co Grant's Pass, Ore
Rogers, B.E.....Lake Bluff, Ill
Rice, Dr C.N.....Louisville, Ky
Re, Dr N.....Mt Forrest, Ill
Robert, J.B.....Memphis
Risedolph Agriculturist Wks, Kinderhook, N.Y
Reform Dress Cutting Co.....Elmira, N.Y
Rathmeyer Spec Co.....Oketa, Kan
Requa Mfg Co.....New York
Red Star Mfg Co.....New York
Rudy, Martin.....Lancaster, Pa
Russell & Russell.....Chicago
Renner Mfg Co.....Chicago
Robert, Dr M.M.....Chicago
Robinson, J.H.....Chicago
Reuter, H.A.....Chicago
Rea, Dr D.P.....Chicago
Reed, William.....Portland, Ore
Seedtime & Harvest Pub Co.....Laplume, Pa
Smith, Franklin A.....New York
Smith, Oliver A.....Pontiac, Clarkston, Mich
Sterling Silver Plate Co.....New York
Sheffield, N.M.....Tribune Bldg, N.Y
Sylvan Remedy Co.....Peoria, Ill
Skookum Root Hair Grower Co.....New York
Sellers Medical Co.....Pittsburgh
Sonard Adv Co.....San Francisco
Skokogoun Chemical Co.....Burlington, Ia
Simmons, Dr.....Chicago
Stewart, F.S. & Co.....Chicago

DISTRIBUTING.

FROM HOUSE TO HOUSE.

It has been demonstrated that next to posters, the placing of a well written pamphlet or circular directly in the hands of those you desire to reach as probable patrons, is decidedly the most satisfactory method that can be utilized. The heavy expense entailed in advertising through the press—usually from \$2 to \$5 per line—precludes giving details which must be supplied through other and more direct channels. Mailing circulars to addresses obtained for such purpose entails a cost of \$10 to \$20 per thousand, and incurs a heavy loss through matter thus mailed indiscriminately falling into the hands of children, "postal card fiends" and numerous others who could be of no possible benefit to the advertiser. The economy and advantage over all methods of advertising must be conceded to house-to-house distribution or any desired form of putting out advertising matter possible, permitting discrimination as to sex, wealth or occupation of those whom the advertiser desires to reach. Especially is this method valuable when used as an auxiliary to the billboards. Extended argument or description is not possible on posters, but there is room galore for it on circulars, pamphlets and booklets. Make them attractive, that is let them be well written and printed artistically on good paper, and they will go the rounds of the family before being thrown aside. The expense of distributing matter of this nature in cities (exclusive of printing and binding) seldom exceeds \$2.00 per thousand. W. H. Steinbrenner, the plucky and hustling Cincinnati distributor is entitled to much credit for his tireless work in the interests of the I. A. of D. He will certainly succeed in ultimately placing this organization on a successful basis. Pittsburg, Pa., May 6th, 1896. JAMES H. HENNEGAN, Esq. Dear Sir—B. A. not yet to hand. If I don't get it regular, it seems like a broken cog. I need it, can't do without it. It keeps me in touch with large advertisers. Kindly favor me with it per return mail. I am, Yours respectfully, J. T. HUDSON, Manager Twin Cities Distributing Agency.

Letters to the Editor.

Toronto, Ont., May 13, 1896. BILLBOARD ADVERTISING Co. Cincinnati, O. Gentlemen—Yours of the 2d inst. to hand. As regards the Canadian Association, may say it is independent and is not subordinate to any other association. Will send you copy of Constitution and By-Laws as soon as printed. The tone of the meeting was against the methods of the Associated Bill Posters' Association, but it was largely mentioned. The opinion was to have the bill posters of Canada work as a unit for the betterment of their own condition. Thanking you very much for your interest in us, and wishing in return the "Inter-state" every success, as well as its official organ. I am, truly yours, G. N. PARKER. Dayton, Wash., May 7, 1896. BILLBOARD ADVERTISING Co. Cincinnati, O. Dear Sir—We want to tell you that your paper is a "hot one." The only fault is that it doesn't come often enough. We have a good business here, we own the best boards and give the best service and the best results. We will place an ad with you in the near future. Yours truly, DAYTON BILL POSTING Co. R. MCCLEARY, Sec'y. Coshocton, O., May 9, 1896. BILLBOARD ADVERTISING Co. Cincinnati, O. Your paper and letter received this morning, and am extremely thankful that you published my letter relating to the Syrup of Figs work. You will doubtless understand that bill posters in towns of this population has not enough space at times to satisfy all advertisers, and when I found that I could not post all of Mr. D. R. Talbert's paper, I so informed him, but kept several good locations for him, which I could have used to good advantage, and thought when Mr. Crane came the second time that he should have had sense enough to understand the situation. This matter will be taken before the Ohio Bill Posters' Association meeting, to be held at Cleveland in July. I only ask for justice and nothing else. Once more thanking you for your interest in this matter, I am, Yours fraternally, FRANK P. HAGANS. Dayton, Wash., May 3, 1896. BILLBOARD ADVERTISING Co. Cincinnati, O. Gentlemen—The Dayton Bill Posting Co. consists of a few letter heads, like the enclosed, a small brush, and two boys—nothing more. One of the boys, Mr. McClary is only sixteen years old and the other not more than twenty, and as they do not own or control any of the billboards in this city we thought it best to advise you in the matter. Hoping we have done our duty, we remain, Yours truly, DAY & CULVER ADVERTISING Co. Per GEO S. DAY. Champaign, Ill., March 11, 1896. C. E. RONEY, Esq. Dear Sir—Your favor duly to hand, and in reply would state that my name appears in Campbell's sheet without my consent, and will write them to take it out at once. Yours truly, SELDEN NVE. Trinidad, Colo., May 4, '96. Editor BILLBOARD ADVERTISING Co. A great many advertisers think possibly that when they bill Denver, Colorado Springs and Pueblo, that they have covered the state of Colorado. But 'tis not so, my deluded friend. Let me tell you, if you leave out the prosperous city of Trinidad and surrounding coal camps, you leave out one of the very best towns and billboards in the state. The Taylor Bill Posting Co. is right in line. Car No. 4 of the "Great Wallace Shows" is finishing up the town to-day. Show here May 14th. Liggitt & Meyers send their regular amount (fifteen sheet stands) Sweet Moments, Spooner Comedy Co., week of May 17. Weather beautiful and business fair. Corn bread and

bacon in the house, and I am not running for office. As a politician I am n. g., but as a bill poster I am all right. TAYLOR BILL POSTING Co. Chatham, Ont., May 4, 1896. Editor BILLBOARD ADVERTISING Co. Cincinnati, O. Dear Sir—In reply to your favor re Canadian Bill Posters' Association, I beg to say that such an association was formed at London, on the 3d of April last. The object of our association is the promotion of bill posting and all out-door advertising. We re not subordinate to either the Associated or Inter-state Association, but are totally independent and do not favor either organization. The matter was discussed at our meeting and we concluded that it would be more beneficial to us to be independent. We are not in favor of any boycotting methods, nor do we presume to dictate to the advertiser as to what bill poster he shall use. We formed for the purpose of protecting ourselves and the advertiser, and we simply recommend our members to the advertiser, believing that they can give the best service; but if we find in any town that an opposition man can give better service than the member of our association, the member is notified that unless he can give service equal to or better than the opposition, his name will be dropped from the list of members and the opposition man taken in, if he desires to come. We have put our prices very low to start on, our object being to convince the advertiser that we can give him first-class service for little money, and when we have convinced him that we can do this we intend to regulate our prices accordingly. I will be glad to give you any other information or answer any other questions which you may desire to ask at any time. The officers of the association are:—Joseph Firstbrook, Toronto, pres't; A. E. Root, London, vice-pres't; W. W. Scane, Chatham, sec'y, and Walter Stocker, Peterboro, treas. Our association is growing rapidly and very soon we expect to have every bill poster in Canada, Yours truly, W. W. SCANE.

The Other Side of the License Question. I note in your last issue of BILLBOARD ADVERTISING, a communication signed "No License," which calls for a reply. The writer of the article should have signed it, so that it could be judged as to the value of the assertions made. Coming as they do, from a man who is not a bill poster, nor is he friendly to one, judging only from his letter, I would say his knowledge of the value of a license is limited, both as to cause and effect. To illustrate, all advertisers, large or small, are looking for the best returns for their money; the great kick against bill posting as a medium has been its unreliability, owing to mismanagement and trickery. First, as to mismanagement. License or no license, a badly managed plant will soon show and do for its life. There are hundreds of bright, clever men, who are looking for such a town, and are willing to give the present incumbent a run for his money. As to trickery in bill posting, what has induced it more than the price paid for the service. An advertiser will send a man to the town, Warner's Safe Cure will do for an example, and ask to have their paper posted for 3c. 30 days. Now Mr. Billposter says, my price is 4c, 5c, 6c or 7c. Oh, no, we can only pay 3c, and will put out 200 to 300 sheets. Does the bill poster refuse? No, he takes the paper and says all right. Does he do it? Who is the cause of the dumping into the "charlie box" of from 50 to 150 of the sheets? Why simply because the bill poster wants a fair price for his service. The Good Book says "the laborer is worthy of his hire." Does he get it at 3c 30 days? Let some skeptical advertiser start up a small plant of his own in some town, and see. Well, if he refuses, Mr. Agent goes to Charlie Dobb, who works in a stable, but who does posting on barns, etc., when he gets it, and pays him 3c for putting out his paper. What redress has the man who wanted to give service for his money. Give him a license and help him maintain a plant to the benefit of the advertiser as well as himself. Here is a case from actual facts, which will illustrate more fully the worth of a license, which, by the way, cannot be made exclusive except namuch as the price can be made so high that

none but the bill poster can pay it. In a town not far from Philadelphia there is a bill posting plant, maintained at an expense of possibly \$6,000 a year. It has wagons worth \$200 to \$250 each with which the distributing and bill posting is done; it keeps a force of men employed at a mechanics' scale of wages, and will give an advertiser service (for revenue only), which is guaranteed. In the same town is a man who is a carpenter, and is employed by a lumber company in their yards. He has two sons, 14 and 13 years of age, chaps who will not work nor attend school. Mr. Carpenter, seeing the prosperity of the legitimate concern, conceives the idea that he can get some of the wealth that is flying around? So invests \$2, \$3, or \$5 in advertising in different trade papers, Linn Truth, Herald, the agents' friend, BILLBOARD ADVERTISING, being some of the periodicals, that they are general advertising agents; then takes the agency for some "metal polish," "patent soap," etc., and is then a full-fledged distributor—the boys doing the work. What is the bill poster and distributing plant going to do in such a case? Maintain a dignified silence? Yes; so does the man with a sea down his back, but he hustles to remove the festive bug. How can the legitimate concern get at the imposter except by a license? There are some advertisers (with due respect to those who are not) who are suckers enough to patronize just such concerns. Why? Simply because the Bill Posting Co. want \$2.00 per thousand and the carpenter's boys can do it for \$1.00 just as good. Asking the same privilege as, "No License," I withhold my name, but subscribe myself LICENSEE.

E. R. Hawley has returned his bond as bill poster with the name of H. R. Deal and George Jepson substituted for those of Deal & Turner and A. B. Amerson. He has not, however, scratched off the name of Mr. Anderson.—Sioux City (Iowa) Journal. The increase of business of the Waukegan Pump Co. and Roney & Sons' bill posting and circular distributing work has been such that Mr. C. E. Roney has abandoned the lucrative position on the road as traveling salesman which he has held for some years, and returned last night to devote his entire attention to the work at home, at least through the present rush or until other arrangements can be made for its complete abandonment. Not only does he abandon the position he has so long held but he has also refused several very tempting offers of larger salary that have lately been tendered by other firms.—Waukegan Herald.

SIoux CITY. The Sioux City Bill Posting Co., of which A. B. Beall is president, now has a rival and competitor. E. R. Hawley has paid the required annual license of \$75 and has filed with the city clerk his official bond in the sum of \$10,000 with L. Anderson, John A. Hinsey, David Mould, Deal & Turner and A. B. Anderson as sureties. For nearly four years the bill posting and distributing business has been in the hands of the Sioux City Bill Posting Co., and until now no one has attempted to break in and share the profits of this business. Mr. Hawley has established his headquarters in the Brown Block and will at once commence operations.—Sioux City Journal. The following letter to the Donaldson Lithographing Co. shows the bill poster in a new light: "I herein acknowledge receipt of price list and sample posters. Our town now has two dailies and four weekly papers, each running a job department, although they can not do any poster work. It is a scratch for them to exist, and I would not canvas for job work at present."

The firm of Burton & Lambert, of Richmond, Va., has been dissolved. J. E. Lambert continues the business at 13 S. Twelfth St. The name of the Price Advertising Co. has been changed to The Toronto Bill Posting Co.



WILLIAM ELY PATTON

Was born in (Tishomingo Co.) now Alcorn Co., Miss., in 1835. Attended the common schools of the various places where he lived. His father moved to the Indian Territory in 1859, where his mother died in 1864. His father then moved to Fort Smith, Arkansas, where he died in 1870. Young Patton entered the printing office there and served an apprenticeship, working in all branches, from devil to editor and proprietor. The last work he did in that line being in the composing room of the Nashville American in 1885, when his health became bad. Came home, and afterwards entered the hotel business, clerking in several of the principal hotels in the state for six years. Came back to Corinth in May, 1893; became manager of Mitchell's Opera House, and entered bill posting and distributing and has tried to give all customers good service. Is second assistant secretary of International Association of Distributors. Albert Weber, of New Orleans, writes as follows, viz: "I hope to have the pleasure of meeting you at the Inter-state Bill Posters Convention in Chicago next July, when C. S. Houghtaling and myself will give you the history of how we started the first bill posters' association in America. We originated it one Sunday morning over twenty-five years ago. We are both members of the only association in existence now, the Inter-State, and while the original has passed away its history may yet prove interesting." Messrs. McIntyre and Carlin, proprietors of the Capital City Bill Posting Company, had the largest bill board covered to-day that was ever covered by any circus visiting this city. Said board, which is located at the corner of Philip and Hamilton streets, is 196 feet long and 20 feet high. The entire board was covered to-day by the No. 2 Car of Walter L. Main's Show, in charge of Archie L. Sands, and holds 586 sheets of paper. These gentlemen deserve lots of credit as well as success, which will no doubt follow them, as they are both clever young men and hustlers.—Albany (N.Y.) Argus. George H. Bubb, Williamsport, Pa., handed advertising for The Faultless Chips Chewing Gum, The Stearns Bicycle Co., of Syracuse, N. Y., Liggitt & Myers Sweet Moments Cigarettes, renewal, The Big G for Evans & Co., of Cincinnati. Pasting and distributing for The J. P. Minter Co., of Chicago, the past month. He also has other contracts from large firms. Dr. Sim, the leading dentist here, has placed an order with the Donaldson Litho Co. for five-hundred two-sheets.

Billboard Advertising

PUBLISHED MONTHLY AT 127 East Eighth Street, Cincinnati, O., U. S. A.

BILLBOARD ADVERTISING CO., JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES: Advertisements will be published at the uniform rate of twenty-five cents per square line...

Billboard Advertising is sold in London at Law's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Breston's, 17 Avenue des Opera. The Trade supplied by all News Companies.

Remittance should be made by check, post-office or express money order, or registered letter.

When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher.

Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 29th, 1895.

JUNE 1, 1896.

It has been claimed that this journal is unduly biased, that it is prejudiced against newspapers and periodical publications as advertising mediums.

Out of over twenty thousand publications in the United States and Canada, but twelve hundred and fifty actually have a circulation exceeding five thousand copies.

Returning to the twelve hundred and fifty first mentioned, we find that many of these are not above suspicion in the matter of misrepresentation.

In the Sunday newspapers and cheap magazines, those of recognized worth and standing, an ordinary card is almost entirely lost in the mass of advertisements which they carry.

Still the fact remains that space in publications, even when sold at a much higher rate than the publisher is justified in exacting, frequently pays.

At the same time, the tyro should never attempt to place advertising direct with publishers in general.

The shrewdest agents, possessed of wide and varied experience, and familiar with all the tricks and twists of the trade, find it difficult to keep pace with the machinations

of the unscrupulous among them, and their name is legion. It's different with bill posting, and while we do not say that experienced agents cannot invest appropriations to better advantage than the uninitiated, we do contend that anyone dealing direct with bill posters, can and will get exactly what he pays for.

Some posters, those that are particularly good, fairly shriek at you from every billboard that you pass, and oftentimes the virtues, prices, or merits of the particular wares it lauds, are indelibly impressed upon the public mind in the course of a single day.

Of course, when we speak of posters, we necessarily include their first cousins, mural signs, painted bulletins, and street car advertisements. Effective posters of special design cannot be produced in small editions, except at a very high cost.

HOUSE-TO-HOUSE distribution is a radically different method; but it is none the less valuable. A poster must be brief. If description is utilized, a name, a fact, a price, or at the very most a single short, sharp statement that he who runs may read, is all that may be used.

WHEN it comes to fairs and exhibitions, we have the acme of all advertising efficacy in an exhibit of the thing itself. The poster may present its pictorial counterpart, and the pamphlet talk entertainingly of its merits; but no matter how artistic or ingenious either may be, the impression they leave pales into insignificance beside that formed by viewing the real thing.

pared and cooked before your eyes, and tasted then and there. If a process, the whole method of manufacture may be observed from start to finish. If a machine or implement, it is operated while you watch it.

"Whatever the temptation, whatever the influence or pressure, whatever the government itself, whatever the consequences or personal sacrifice, never suppress the news. Always tell the truth, always take the humane and moral side, always remember that right feeling is the vital spark of strong writing, and that publicity, publicity, publicity is the greatest moral factor and force in our public life."

INDIANAPOLIS.

Some time ago, the Insectolene Co., of Cincinnati, sent several thousand posters to one W. H. Bullen, manager of the Indianapolis Advertising Co., to bill this city.

The owners of the paper, after coming here for the purpose, obtained the paper and had it posted by the Indianapolis Bill Posting Co., who are also posting Sweet Moments, Beeman's Gum, Warner's Corsets, Thompson's Glove Fitting Corsets, etc.

Buffalo Bill's Wild West, which exhibited here May 8-9, billed themselves entirely on boards erected by themselves, and those of the Empire Bill Posting Co., and ignored the Indianapolis Bill Posting Co., owned by Dickson & Talbot.

Vansyckle & Hole have distributed 30,000 pieces for C. I. Hood & Co., Lowell, Mass.; 30,000 for the Insectolene Co., Cincinnati, O.; 20,000 for Hearsey Bicycles of this city; and 30,000 for the Chas. E. Hires Co., "Hires' Rootbeer," Philadelphia, Pa., and it is still coming their way.

The boards are covered by stock lithographed posters, advertising various local firms, and some fine work made by the Donaldson Lithographing Co., advertising the coming races here.

The above charges against Bullen, or the so-called Indianapolis Advertising Co., have been substantiated and confirmed by the Insectolene Co.—EDITOR.

A pictorial poster, properly designed and executed, speaks volumes at a single glance. It leaves as permanent an impression as hundreds of pages of text.

SOUTH AFRICA.

Cape Town, South Africa, April 29, 1896. Editor BILLBOARD ADVERTISING,

Gentlemen—I have been favored with a copy of your March issue, which I have read with much pleasure, and will esteem it a favor if you will enroll me as a constant subscriber and forward them regularly, and letting me know what amount I am to remit to cover cost of subscription and postage.

INDIANAPOLIS.

Some time ago, the Insectolene Co., of Cincinnati, sent several thousand posters to one W. H. Bullen, manager of the Indianapolis Advertising Co., to bill this city.

Wishing you the success you deserve, I beg to remain.

Yours obediently, HENRY G. GLASS, Proprietor South African Advertising Co.

FOR BILL POSTERS.

New York, May 9, 1896. BILLBOARD ADVERTISING,

I take pleasure in sending you one copy of the March issue. It is scratched up somewhat, but is better than the one I keep for my file.

If the bill posters of America would each subscribe for BILLBOARD ADVERTISING to be sent regularly to every merchant in their respective towns, and then run a small ad of their own, the posting business would boom as it never has boomed before.

Yours truly, SAM W. HOKE

SIBELOTS RETSOPI, LIBERT, the great Hungarian bill poster of Buda-Pesth, who has achieved such great distinction and wide notice for the manner in which he advertised the Millennium Exposition throughout Continental Europe.

The boards are covered by stock lithographed posters, advertising various local firms, and some fine work made by the Donaldson Lithographing Co., advertising the coming races here.

A pictorial poster, properly designed and executed, speaks volumes at a single glance. It leaves as permanent an impression as hundreds of pages of text.



SALUTATORY.

In making our bow to the readers of this journal as manager of Sign Writers' Department, we do so with the full knowledge before us that what we shall have to say will be read by many who know a great deal more about it than we do.

Remember, the idea of newspaper ads is hereditary with most men. It's the only kind of ad they ever thought of because their father advertised that way, and it was born in them.

You may read the newspapers, but do you read the ads, all of them? Do your neighbors all read the newspapers? Do you suppose they read the ads?

SIGN ADVERTISING vs. NEWSPAPER ADVERTISING.

By sign advertising we mean all mural advertising, all out-door displays, whether painted signs or posters. By the last-named we mean all periodical publications, whether in newspaper, pamphlet or book form.

you think of it, boys? We are of the opinion that when our side has had the time to educate our customers up to it that newspaper advertising has had, we will "stack" up all right with them.

Remember, the idea of newspaper ads is hereditary with most men. It's the only kind of ad they ever thought of because their father advertised that way, and it was born in them.

You may read the newspapers, but do you read the ads, all of them? Do your neighbors all read the newspapers? Do you suppose they read the ads?

BUM SIGN PAINTERS

Are often the bane of the Sign Painters in the smaller towns. But, brother, very often it is your fault. Push your business energetically, maintain its dignity and your integrity, and when Meandering Mike comes along he won't have a "go" at you.

hate it, we can't help you. It may be possible you were not cut out for a Sign Painter, and that your talents are in the mortar-making way; if that's the case, you ought to follow your bent, and not tempt Providence or a mob by inflicting alleged "signs" on the long-suffering people.

DON'T SACRIFICE QUALITY TO QUANTITY.

Don't sacrifice quality of work and effectiveness to quantity of matter, just because some customer wants you to do it. If a man brings you what would make a column "nonpareil" set in type and instructs you to put it on a road sign four by six feet, don't you do it.

MR. BICYCLE MANUFACTURER.

Your wares are distinctly Road wares. Your boards and bulletins are of a truth Road signs. Riders of yours are Passers of ours.

We present a splendid cut of one of the Huiest-Stout Sign Company's located in St. Louis. These enterprising young men are reaching out further and further every day, and their business is constantly growing in volume.

WISCONSIN ASSOCIATION.

BILLBOARD ADVERTISING, Cincinnati, O.

On May 13th, Secretary Fitzgerald and President Hartman were the only (A. B. P. A.) members present at the big meeting that they had expected in Milwaukee on that date, as called for two weeks previous, with two hundred invitations extended.

Treasurer Kempf, the Inter-State's member, who has done not own a board, and never did, and he does not own a board, nor paid any dues for years? We sent him a lot of paper in March, and when our inspector called there in May, he found the paper carefully stored away in his garret for winter's use.

BILLBOARD ADVERTISING, Cincinnati, O.

Gentlemen—Can you tell us why the A. B. P. A. list such men as Adam Myers, of Stevens Point, Wis., as their member for years, when the facts are he does not own a board, and never did, and he does not own a board, nor paid any dues for years?

THE HUIEST-STOUT ADVERTISING CO., Fort Wayne, Ind.

We shall be pleased to vouch for your distributing service at any time, as we consider it the best in Northern Indiana.

WILLIAMS BROS., Manufacturers "9 o'clock Tea." Per F. W. CLARK, Adv. Mgr.

Editor of BILLBOARD ADVERTISING.

Your May issue was a corker. Please answer the following questions in June issue:

1. Who is the secretary of the Illinois Bill Posters' Association? 2. Who are the traveling inspectors of the Inter-State Association? QUAKER MEAL CO.

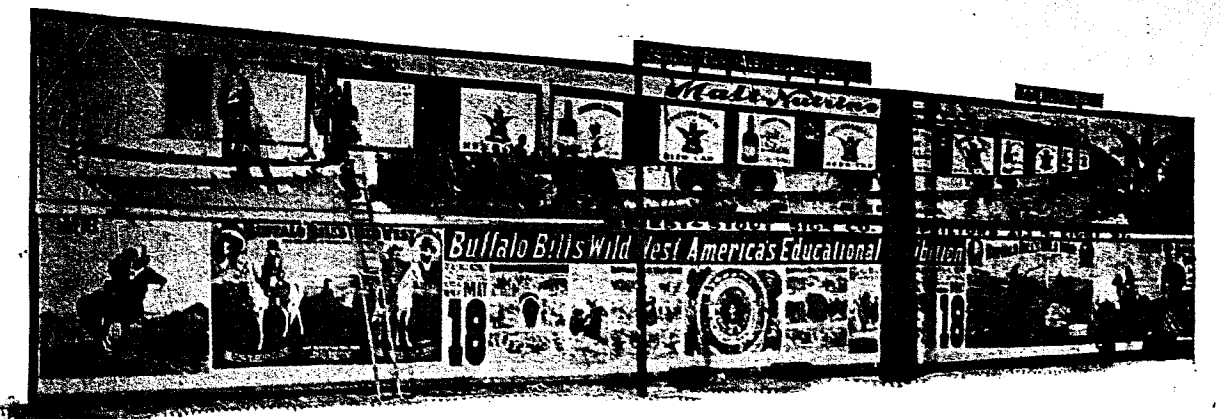
Sam W. Hoke Nominates Harry Munson for President of the Inter-state.

The convention is near at hand, and nominations or suggestions are in order; I therefore arise to suggest the name of one of the biggest and best billboarders in the United States for president.

Harry Munson is the man, and it would take the entire issue of BILLBOARD ADVERTISING to say all that could be said in his favor. Harry Munson has the best billposting plant in America, with possibly one exception.

Think over this matter boys, and come to the convention prepared to work and vote for the best man in the Association (or any other association, for the matter of that).

SAM W. HOKE.



A HUIEST-STOUT SIGN COMPANY'S (ST. LOUIS) BILLBOARD.



The columns of this department are devoted to the interests of the fair manager as such, to fair management as a science. There are plenty of papers in the country which treat of fair matters from the standpoint of the breeder of live stock or from the standpoint of the exhibitor, but BILLBOARD ADVERTISING takes up all matters relating to fairs from the standpoint of the secretary. It is the secretaries' organ and therefore will open its columns to all matter which will aid the secretary in running a successful fair financially and otherwise.

It is the dollars and cents that the secretary is interested in. It is the perfection of system in labors connected with the fair, new methods, advertising and kindred topics that engross his attention and which this paper proposes to furnish.

Fair management is an undeveloped art, a science but little understood, principally because secretaries hold their positions for so short a time, being scarcely initiated into the proper methods of running a fair before they are turned down and some green hand placed at the helm to re-learn the business and in turn to be prematurely turned down, as his predecessor has been. In the fair business there is a field for system and intelligent labor, wider perhaps than in any other line of work.

A fair paper is needed, it has been the want of secretaries for the last decade. Here it is. Secretaries give it your support. Subscribe for it and contribute to its success. Help it and it will help you.

The premium list of the Iowa State Fair is received. In size it is a model to be followed, being six by three and one-fourth inches, and is therefore very handy for use. Typographically there is room for improvement. The arrangement in the live stock departments is very poor indeed, inexcusably so in fact. Take any one breed, Holsteins for instance, logically the Holstein breed should form one class and one only, yet here it is made into six classes. An "exhibitor's herd" is a portion of a class not a class and should be set in the same style of type as for instance "bull three years old or over" yet in this premium list we have "exhibitor's herd" called a class and set in the same style of type as the word "Holstein." Type is made for a purpose. In getting up of a premium list the following is a good idea to bear in mind: for main divisions use large type, for subdivisions use smaller type and for subdivisions of the sub divisions use a still smaller type, which will give the book an air of symmetry throughout.

Iowa will this year publish a catalogue of stock exhibits, being the first state to follow the pace set by the New York and Wisconsin State Fairs in this regard. In this she is to be commended and also in the changing of the wording in her premium list to conform to the rule made last fall by the Eastern and Western Fair Managers Association adopting the words "Department," "Class" and "Prize Number" for the different portions of the premium list.

What the special attraction men want is to get in touch with the fair managers. What the fair managers want is to get in touch with the special attraction men. BILLBOARD ADVERTISING is the medium through which each may speak their

wants and have them satisfactorily answered. If you want a circuit here is where you can get it. If you want an attraction here is where you can get that too.

The premium lists for the Nebraska, Iowa, Minnesota and Ohio State Fairs are already in circulation. Premium lists ought to be gotten out early, as a rule they should be in circulation before planting begins in order to let the farmers be able to plant with reference to making a show at the fair in the fall.

The best way to breed new ideas in any line of business is to swap lies with those who chance to be in the same line of business that you are in. The best way to run a successful fair is to learn how other people run successful fairs, and why some people run unsuccessful ones.

One of the new features in fair circles is the issuance of catalogues of exhibits. This is an old idea in England and in Canada, but has not been very generally adopted in this country, although a catalogue of exhibits properly gotten out forms one of the most potent educational factors in connection with the fair and is at the same time a very valuable advertising medium, far surpassing the premium list as a popular medium.

The getting out of a catalogue of stock exhibits is attended with unusual difficulties and requires a highly perfected system of entry blanks etc., in order to be successful.

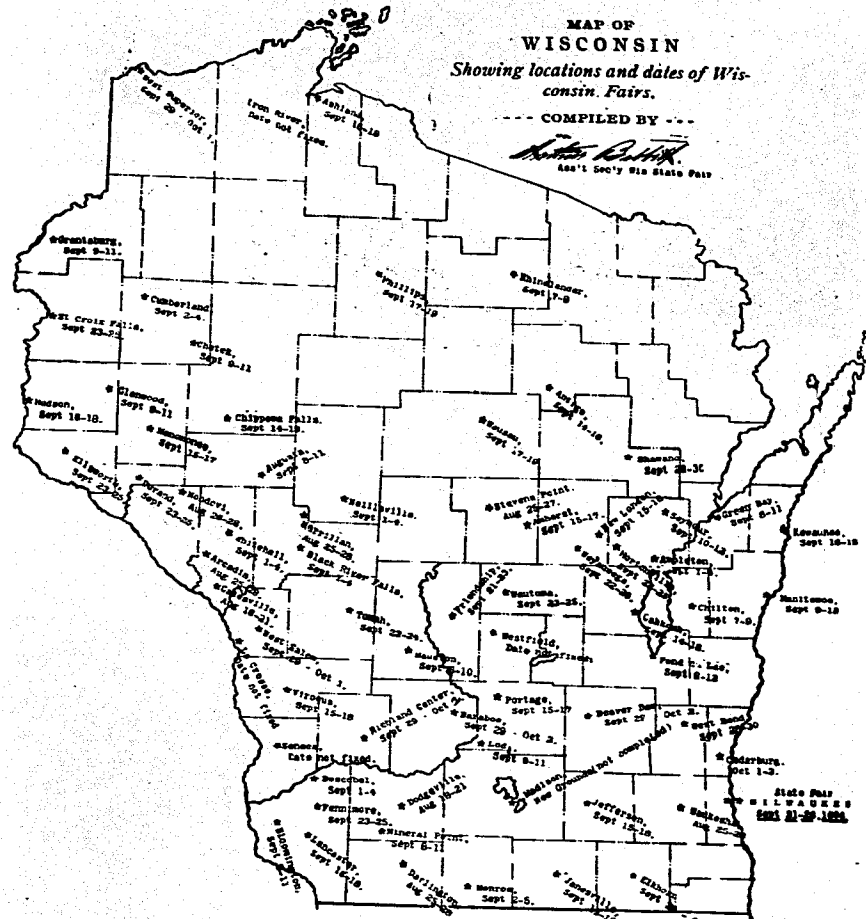
Our next issue will contain an interesting article entitled "How to publish a catalogue of stock exhibits" which will take this matter up in detail and prove very valuable reading to secretaries who are contemplating to be up with the time in this respect this fall.

Nebraska has a novel and effectual way of advertising her State Fair in the issuance of the State Fair Bulletin published monthly and sent out to 25,000 people.

No State Fair can be properly advertised without the use of lithograph hangings or posters, but the publication of a monthly bulletin by any fair association pays for itself and forms a most valuable advertising medium to be used in connection with posters, as it enables the association to better place the details of the fair, its attractions and management, before the public.

Every State in the union ought to have a Fair Managers Association. If there is not one in your state begin to organize one. Don't give it any high flown name simply call it the Illinois Fair Managers Association for instance. Everything else in the world seems to be organized. It is time for the fair managers of the country to organize. Those contemplating starting organizations might do well to correspond with BILLBOARD ADVERTISING and get constitutions of similar organizations.

Now that the fair managers of the country are to have an organ of their own, one of the first things to do is to have one common language in the premium lists, so we can understand each other. It will be remembered that at the meeting of the Eastern and Western Fair Managers Asso-



The above map showing the location of Wisconsin Fairs, shows what can be done in the way of presenting to the public, to exhibitors and to concessionaires particularly, accurate data enabling them to early lay out their routes with proper regard

to economy in time and respect to distance. A special effort was made in Wisconsin this year to get the dates of her fairs out to the public early. A concessionaire can by consulting this map figure out several very desirable circuits.

FAIR NOTES.

WALLS, MERCANTILE AND FAIR PROMOTION SYSTEM.

This is a most commendable system or scheme for increasing the attendance and consequently the gate receipts of fairs. It seems, from a cursory examination, to be entirely feasible and practical. It was originated and is controlled by P. T. Wall, of Gallipolis, O., who will furnish terms and details to interested parties on application.

Manufacturers of Foods can secure space for exhibits free of charge at the Gallipolis Fair.

M. B. Hall, sec'y of the Fayette Co. Fair Company, (Washington C. H., O.) sends us the speed program of the fall meeting, August 11-14 inclusive. It is very interesting.

Space for exhibitors is free at the West Virginia State Fair, at Wheeling, Sept. 7-11. Applications should be addressed to George Hook, secretary.

The Columbus (Ohio) Fair will give races and exhibitions at night.

Chas. Porter, secretary of the Lake Prairie District Fair, at Pella, Iowa, is meeting with much success in securing premiums, and prospects are very good.

J. M. Logan, secretary of the Shelbyville (Ky.) Fair, writes that they will have the best fair in the state this year. No trotting or racing, just an old fashioned fair, but a corker.

Spokane, Wash., will have a fruit fair during the first week of October next. John A. Finch is president, and F. W. Smith general manager.

QUESTIONS AND ANSWERS.

Just as a "Kick Off." Here are some of the matters that will receive attention in our next issue.

How do you manage the Helpers Ticket problem?

Who ought to come into the gate free? Ought the fakirs to pay in advance, and if so, why?

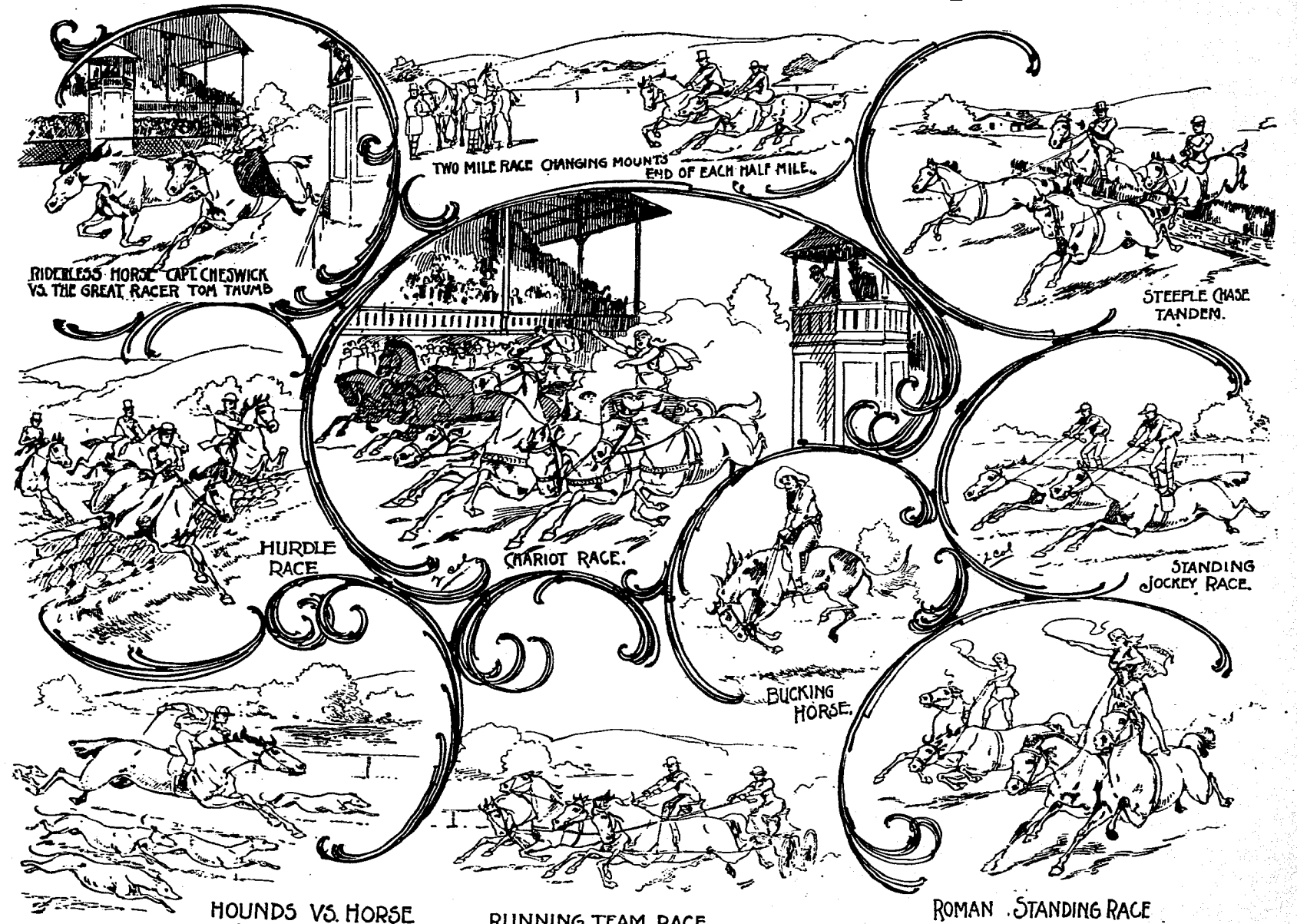
How do you advertise your county fair? How do you advertise your state fair?

Send answers for publication to the manager of this department. Correspondence is invited. For publication in July number mail answers before June 19th.

The column will be open to inquiries and answers of secretaries. If there is any question that worries you drop a line to BILLBOARD ADVERTISING. We will publish the inquiry and invite answers from practical fair managers to it.

The Carthage Fair (Cincinnati, O.) will have an exhibition of motorcycles.

THE GREATEST OF ALL SPECIAL ATTRACTIONS!
Cook's Royal Roman Hippodrome and Equine Paradox.



NOW BOOKING FOR THE FAIR SEASON OF 1896. FOR TIME AND TERMS, Address, JAY COOKE, Business Manager, PERU, IND.

ADDITIONAL FAIR NEWS.

Last season the greatest fairs, excepting of course, the Atlanta Exposition, were as follows, viz:

- St. Louis Exposition, 45 days; receipts, \$105,927.18; disbursements, \$72,164.00.
- Toronto Exposition, 13 days; receipts, \$86,639.10; disbursements, \$34,880.08.
- Dallas, Texas, Expo. 16 days; receipts, \$97,623.48; disbursements, \$72,912.30.

At a meeting of the farmers held at the Court house at Marshalltown, Ia., May 23, it was unanimously decided to hold a fair next September. Several years ago, on account of repeated failures, the fair was discontinued. We hope that the new attempt will fare better. The dates of this fair will appear in our July number.

The Douglass Co. (Minn.) Fair Association has greatly increased their premium list and amount appropriated for prizes. There is a movement on foot looking to the acquirement of the driving park for a fair ground.

The New York State Fair, at Syracuse, will have an exhibit of horseless carriages or motorcycles as they are called.

Burlington's (Iowa) Semi-Centennial bids fair to rank among the best events of the year. Messrs. W. C. McArthur and George C. Henry have been appointed commissioners by Governor Drake.

C. B. Irvine is secretary of the Oregon State Fair, at Salem, Oregon. Minden, Neb., is confident of an unusually successful and interesting meeting. The programme of Green County Agricultural Society's forty-second annual fair at Monroe, Wis., is full of interest. The Great Texas State Fair, at Dallas, Texas, offers \$75,000.00 in premiums and purses for the season of 1896. Sydney Smith is general manager. His address is Dallas, Tex. J. L. Hoagland, secretary of the Forksville, Pa., Fair, should be addressed at Lincoln Falls, Sull Co., Pa., until Sept. 25. Address H. J. Hill, manager and secretary of the Great Toronto Fair and Exposition, at 82 King St., Toronto. Milo L. Norton, secretary Bristol (Conn.) Fair, writes us that a cat show will be one of the features of their fair this season. Washington State Fair Commission of North Yakima, Washington, offers \$7000.00 in purses and premiums. John Reed is secretary. Edwin F. Smith, is secretary of The California State Fair. It is held Sept. 1-19, at Sacramento.

A NEW CIRCUIT.—It starts at Port Huron, Mich., Aug. 11-13, Alpena, Mich., Aug. 19-21, Sault St. Marie, Mich., Aug. 26-28, Ishpening, Mich., Sept. 2-4, Hancock, Mich., Sept. 9-11, Ashland, Wis., Sept. 16-18, Ironwood, Mich., Sept. 23-25, Duluth, Minn., Sept. 30 to Oct. 2. Address all communications to R. J. Spencer, Ashland, Wis.

McIntosh, (Minn.) combines a fair, a race meeting and a fourth of July celebration in one.

Dr. S. D. Bugg, has again been elected secretary of the Limestone Co. Fair Association, held at Groesbeck, Tex. He writes as follows: "BILLBOARD comes regularly every month and is appreciated as much as any publication I receive."

TACOMA WASHINGTON.

A meeting of the directors of the Pierce County Agricultural and Industrial association was held Wednesday to close up a five-year lease on 240 acres of land in school section 36, where the association will hold fairs for the next five years. The grounds surround and include the old Morgan racetrack. The premium list is now in the hands of the printers. Within 15 days 5000 copies of it will be distributed among farmers, merchants and manufacturers. Farmers who wish to make exhibits visit President A. C. Young's office every day, making inquiries about the fair. State Dairy Commissioner Thompson has reported to Mr. Young that 42 dairies will make exhibits. President Young says exhibits will be received from all parts of the state. The week of September 14 to 20 has been decided upon as the date for this year's fair.—Tacoma Ledger.

If you would insure a successful outcome for this year's meeting, use posters liberally and keep the free list down to the very lowest possible notch.

DELAVOYE & FRITS.

The Original CLOWN AND POLICEMAN TRICK HOUSE ACT.

48-A GREAT ACT FOR FAIRS, PARKS, CONCERTS, ETC. Don't Forget. Get the Above Original Act, not inferior copies. WILL DELAVOYE, Representative, P. O. Box 2836, New York City.



LIST OF FAIRS. 1896

This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly in the event of any change. Rosters and dates are published absolutely free of charge.

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CALIFORNIA.

Sacramento California State Fair Sept 1-19 Edwin F. Smith sec.

CONNECTICUT.

Branford Branford Agl Soc Geo C Fields pres, J A Pond sec. Bristol Bristol Fair Corp Sept 30 Ad Wilton pres, A L Morse treas, Milo L Norton sec. Collinsville Sept 9-10 E H Hough sec. Danbury Danbury Fair Oct 5-10 G M Rundle sec. Guilford Guilford Agl Soc Sept 30 Wm S Leece pres, Wm A Dudley sec. Meriden State Agricultural Fair. Norwich New London Co Agl Soc Sept 22-24 James A Bill pres, G L Hewitt sec. Rockville Holland Co Fair, Sept 15-17 Stafford Springs Stafford Springs Agl Soc Oct 6-8 C B Gary sec. Suffield Suffield Agl Soc Sept 22-24 Waldo S S Knox pres, J A Haskins treas, E H Hennessey sec. Wallingford Wallingford Agl Soc Sept 17-18 Geo Jones sec. Willimantic Willimantic Fair Sept 29 to Oct 1 J H Gray supt.

DELAWARE.

Dover Delaware State Fair Sept 25 John B Wharton sec.

ILLINOIS.

Alledo Sept 22-25 W H Graham, secy. Anna Union county Aug 25-28. Atlanta Logan county Sept 1-4. Avoia Sept 15-18 Julian Churchill, secy. Belvidere Belvidere county Sept 8-11. Belleville St. Clair county Aug 25-28. Bushnell Bushnell Fair Assn Sept 11. Camp pres, James Cole treas, Louis Kaiser sec. Camargo Douglas county Sept 8-11. Cambridge Henry county Sept 14-18. Camp Point Adams Co Fair, Sept 7-11 E E B Sawyer, secy. Carlin White county Sept 15. Carrollton Green county Oct 13-16. Carthage Hancock county Aug 31-Sept 4. Catlin Vermilion Co Agricultural and Mechanical Association Fair, Aug 19-21. T A Taylor President; G S Fleming, Secretary; H H Kidd, Treasurer. Champaign Champaign county Aug 25-28. Charleston Cole county Sept 1-2. Clinton DeWitt county Aug 24-28. Danvers DeWitt county Sept 22-25. Danville Vermilion county Sept 7-11. Delavan Tazewell county Sept 8-11. Dunlap Peoria county Oct 6-9. Eldorado Saline county Aug 11-14. Elmwood Peoria county Sept 15-18. J E Wiley pres, F D Jay vice pres, C F Graham treas, M H Spence sec. El Paso Dist Agl Board of Woodford Co Sep 14-18. B A Chittis pres, A B Waite treas, G R Curtiss sec. Fairbury Livingston county Sept 25-29. Farmer City DeWitt county Aug 17-21. Freeport Northern Illinois Agricultural Society Fair, Sept 8-11 Thos D Osborne, secy. Galena JoDavies county Oct 6-9. Galesburg Pope county Sept 2. Graysville White county Oct 5-10. Homer Champaign county Aug 11-14. Hoopston Hoopston Fair Sept 29 to Oct 2 Dale Wallace sec. Jacksonville Morgan county Aug 11-14. Jerseyville Jersey county Oct 5-9. Joliet Will county Sept 8-12. Jonesboro Union county Sept 8-11. Joslin Rock Island county Aug 25-28. Kankakee County Fair Sept 14-18 T C Schoberg, pres; L S Small, secy. Kewanee Henry county Sept 14-18. Knoxville Knox county Sept 22-25. LaHarpe Hancock county Aug 24-29. LeRoy LeRoy Fair and Agl Assn Sept 14 Jno Haig sec. Libertyville Lake Co Agl Soc Sept 15-18 Warren M Heath sec. Macomb McDonough Fair Assn Aug 17-21 R H Baine sec. Marion Williamson county Sept 22-25. McLean Hamilton county Aug 25-28. Mendota LaSalle county Aug 4-7. Mound Mouth Warren county Sept 8-11. Monticello Piatt county Aug 17-21. Morrison Whiteside county Sept 14. Mt Vernon Agl Soc Fair Sept Jesse A Dees pres, S H Nathan treas, Fred P Watson sec. Mt Carroll Carroll Co Fair, Aug 25-28 Geo F Buckner, Pres; Geo C Kenyon, Secy. Mt Sterling Brown county Aug 17-21. Newton Jasper county Sept 22-26. Oregon Ogile county Sept 22-25. Paris Edgar Co Fair, Aug 31-Sept 4 Geo H McCord, secy. Pana Pana Union Agl Board Aug 25-29 Lou Roley sec. Petersburg Menard county Sept 14. Pinckneyville Perry county Oct 6-9. Princeton Bureau county Sept 8-11. Rockledge Agl and Mech Assn Sept 8-11 Francis E Dresser sec. Rock Creek Hardin county Sept 22

Rockford Winnebago Co Agl Soc Sept 14 T E Bueckee pres, G W Collins v-pres, C O Upton treas, J B Whithead sec. Rushville Schuyler Co Agl Soc Aug 10-14 John D Horton pres, John W Goodwin treas, Mark Hughes sec. Salem Marion county Sept 15-18. Sandwich Sandwich Fair Assn Sept 14-18 E Randall sec. Saybrook McLean county Sept 7-11. Sullivan Moulton Co Fair Aug 31 to Sep 4 Thomas Monroe pres, G W Vaughan sec. Shawneetown Aug 18-21 Norton Doherty pres, S A Clark sec. Shelbyville Shelby county Sept 15. Springfield Illinois State Fair Sept 25 to Oct 3 J N Judy pres, John Bunn treas, R C Garrard sec. Warren Union Agl Soc of JoDavies, Stephenson and LaFayette Counties Sept 15-18 Rob Hawley pres, E C Slothover v-pres, C F Taylor treas, S A Clark sec. Watska Iroquois Co Agricultural Association Fair, Sept 14. H C Lovett, President; L F Watson, Secretary. Watson Elkhart Co Fair Sept 16-19 Wm Abraham sec. Woodstock McHenry Co Fair, Aug 25-28 G B Richards, secy. Yorkville Yorkville county Aug 25-28. Yorkville Kendall county Sept 14.

INDIANA.

Angola Steuben Co Agl Assn Oct 6-9 M F Par-Ana Union county Aug 25-28. Bainbridge Putnam County Fair, July 27-31. A R Allison, secy. Bedford Aug 3-7. Bloomington Aug 10-14. Booneville Booneville Co Fair Sept 28 to Oct 3 W Taylor sec. Boswell Benton Warren Fair Sept 9-11 Henry Camp pres, W H Knight sec. Bourbon Bourbon Fair Assn Oct 6-9 Jac Pritsch pres, J W Eason sec. Bremen Bremen Agl Soc Sept 29 to Oct 1 John D White pres, John R Dietrich treas, Henry H Miller sec. Columbus Aug 17-22. Corydon Harrison Co Fair Aug 24-28 H H Covington Covington F W & V Agl Assn Aug 31 to Sept 4 W T Ward sec. Christiani Spencer Co Agl and Ind Fair Aug 31 Sept 2. Columbus Aug 19-21. Crawfordville Montgomery Co Fair Sept 7-11 M W Vaughn pres, W N Morgan sec. Crown Point Lake Co Agl Soc Sept 8-11 Earnst Hixson pres, F E Cooper treas, A A Biber sec. Elwood Aug 25-29. Evansville Tri-State Fair Sept 14-18 R L Gilman sec. Flora Carroll Co Fair, Sept 20-25 J T Rillam, pres; C E Nobes, treas; J O Fertic, secy. Frankfort Clinton Co Fair Assn Aug 25-28 J Franklin Johnson Co Agl and F Assn Aug 25-29 S W Dungan pres, W S Young sec. Hart Wayne Aug 10-15. Greenfield Greenfield Fair Sept 7-11 E Tyner sec. Huntington Huntington Co Agl Soc Sept 8-12. Huntingburg Dubois Co Fair and Expo Sept 14-19 E R Brundick pres, D Reutepohler sec. Hagerstown Wayne Co Fair Aug 18-27 John Bowman pres, Knobe Porter treas, F H Baldrige sec. Indiana State Fair Sept 14-19 W W Hamilton pres, E J Robinson treas, Chas F Kenney sec. Kendallville, Sept 28, Oct 2 Nathan Roberts, Pres.; John Mitchell, Treas.; J. S. Conlogue, Secy. Lebanon, Aug 17-21. LaGrange LaGrange Fair Assn Sept 22-25 L N Rowe sec. Ligonier Noble Co Fair Oct 6-9 Orlando Kimball pres, John H Green treas, J H Hoffman sec. LaFayette Tippecanoe Co Fair Assn Aug 31 to Sept 4 Y L Blackstock sec. LaPorte LaPorte Co Agl Assn Sept 22-25 V H Banks pres, J Venc Dorland sec. Lawrenceburg Lawrenceburg Agl Assn Sept 22-25 A E Nowlin pres, J S Darman sec. Lebanon Lebanon Fair Assn Aug 17-21 H W Marvin pres, G E Earnell sec. Linton Linton Fair Sept 7-11 S A Maxwell treas, J J Hamilton sec. Madison Aug 18-21. Marmont Maxenkuesch Agl Assn Aug 18-21 H H Culver pres, H J Meredith treas, Geo H Mather sec. Marion Grant Co Agl Soc Aug 25-29 H C Hamaker sec. Middletown Henry, Madison and Delaware Co Agr Soc July 26-31 E A Wisheart sec. Morocco N C Agl Soc C N Hanger pres, H H Parkey sec, Frank Davis ass't sec. Muncie Muncie Fair Aug 18-21 Wm H Wood pres, M S Clayton sec. New Castle Aug 11-14. New Harmony Posey Co Fair Sept 29 to Oct 2 Charles Stephens sec. North Vernon Jennings Co Fair Aug 4-7 Fred H Bauer sec.

North Manchester North Manchester Tri-Co Fair Sept 22-25 D Ginter pres, J P Nofziger treas, B F Clemons sec. Northern Indiana Circuit La Porte July 24. Crown Point Sept 8-11, Valparaiso Sept 15-18, La Porte Sept 22-25, W A Banks pres, A A Biber sec, Crown Point Fair Assn. New Castle Fair Assn Oct 30, Sept 1, 2 I N Miller pres, W H Deacon treas, D S Scofield sec. Oakland Oakland City Fair Aug 24-29 W R Harris sec. Osgood July 28-31. Paoli Orange Co Fair Association, Sept. 9-12. A W Bruner, pres; H F Davidson, secy. Peoria Sept 1-5 Jno A Deibert sec. Petersburg Pike Co Fair Aug 31 to Sept 5 Plymouth Marshall Co Agl and Indl Assn Aug 25-28 M W Simons pres, S N Stevens sec. Poplar Grove Poplar Grove Dist Fair Sept 14-18 W W Smith pres, A D Wood sec, Carroll Portland Jay Co A H & I Joint Stock Co Sept 28 to Oct 2 John Schumuck pres, William Green sup, James F Graves sec. Princeton Gibson Co Fair and Expo Sept 7-12 S V Strain sec. Remington Remington Fair Assn Aug 25-28 Wm A Hensler pres, J J Porter privl man, Jasper Guy sec. Rochester Sept 30 to Oct 3. Rockport Rockport, Indiana, Fair Aug 18-22 B F Briggs pres, C M Partridge sec. Rushville Rush Co Fair Assn Aug 26-28 W O Walton pres, T A Jones vice-pres, Samuel Ezerombie treas, Alvan Moor supt, W L King Hill sec. Salem Washington Co Fair Sept 15-18 E W Menaugh sec. Shelbyville Shelby Co Fair, Sept 1-3 John W Yarnay pres; Henry Doble, treas; E E Stroup, secy. Sheridan Aug 10-14. South Bend South Bend Fair Assn Sept 21-25 A W Byers pres, J M McCann sec. Sullivan Sullivan Co Agl Soc Sept 7-12 Thos J Mann pres, Amos Gaudin treas, J M Lang sec. Terre Haute Terre Haute Fair Association Fair days Aug 10-14. Running May 18-23 W T Tipton Tipton Ind Fair Aug 3-8 E B Martin sec. Valparaiso Porter Co Agl Soc Sept 15-18 E S Beach sec. Vincennes Knox Co A & M So Oct 12-17 Jos H Barr pres, Edward Watson treas, James W Emison sec. Warren Warren Tri-Co Fair Sept 1-5 J W Bennett pres, Geo F Morgard treas, Grant M Fleming sec, William D Anderson sec. Waterloo N E Indiana Agl Assn Sept 14 R N Crooks pres, M Kippling sec. Westfield Randolph Co Fair Sept 22-25 Thomas Mullen pres, J D Hoffman sec. IOWA. Afton Union county fair Assn Sept 15-18 J T Beebe pres, T F Shrubert, O E Davis sec. Algona Kossuth county Agl Soc Sept 16-18 J T Wadsworth pres, P P Keith v-pres, Harvey Higinbotham, secy. Allison Butler county fair Assn Sept 14 G M Craig pres, G Hazlett sec. Albia Aug 26-28 C P Cameron sec. Anamosa Aug 19-21. Ames Ames Moore sec. Arlington Sept 15-18 H S Palmer sec. Atlantic Aug 31 to Sept 3 A Gardner sec. Audubon Sept 14-17 C A Martin sec. Battle Creek Sept 22-25 Andrew Preston sec. Bedford Sept 10-11 H L Pierce. Briscoe Briscoe Fair Aug 31 to Sept 4 T J Hall pres, J J Frederick treas, C C Calkins sec. Belle Plaine Belle Plaine Fair Assn Sept 8-11 W J Gunn pres, J C Miller sec. Bloomfield Davis Co Agricultural Society Fair, Sept 15-18 J C Brondhart, secy. Boone Aug 14-17 John Kitting sec. Britton Sept 15-17 George F Hardwick sec. Carroll Aug 18-22 A L Wright, pres; R E Caborn, treas; H A Junod, secy. Cascade Sept 8-11. Center Center Fair Assn Sept 22-25 J H Heber sec. Centerville Sept 8-11 S W Lane sec. Central City Waspie Valley fair Sept 14 J C Crammer pres, P P Henderson v-pres, Fred McLeod treas, B W Sawyer sec. Charles City Floyd county Agl and Mech Assn Sept 16-18 N B Towner pres, Robt Lindon v-pres, E Wenler treas, C M Hender sec. Chariton Sept 15-18 W M Housholder sec. Clarinda Sept 14 W L Lundy sec. Columbus Junction District Fair, Aug. 25-29. R F Mcconnel, Secretary. Cornelia Wright county fair Sept 22-25 P R Henry pres, J A Elliot v-pres, F L Dow treas T A Davenport sec. Corning Sept 16-17 H H Westrop sec. Corydon Sept 14-18 H K Evans sec. Cresco Howard county Agl Soc Sept 8-11 J C Donnellson Lee county fair Sept 8-11 C E Bode pres, E P Armknecht sec. Davenport Davenport Fair and Exposition, Sept 7-11 P J McManus, secy. DeWitt Clinton Co Fair, Sept 15-18 E. Christiansen, secy. Decatur Winnishelk county fair Assn Bedford Sept 20-Oct 1 H B Peterson sec. Denison C T Cassadi sec. Des Moines Iowa State Agl Soc Sept 11-11 John Evans pres, G D Lilly treas, P L Fowler sec. Elkader City Sept 9-11 Chas S Chase sec. Eldora. Hardin Co Fair, Sept 1-4 J W Peisen, secy. Eldon Big Four fair Sept 1-4 W C Grog pres, Mark Hill treas, H R Baker sec. Emmetsburg Sept 24 T S Crosse sec. Fairfax Aug 25-28 E H Knickerbocker sec. Fairfield Sept 15-18 L J Marcy sec. Fonda Sept 14 Jos Millison sec. Forest City Sept 9-11 John G Wallasey sec. Ft Madison Sept 22-25 John Walljasper sec. Greenfield Adair Co Fair Association, Sept 8-11 Fred Funkh, pres; A J Gibbs, sec. Grinnell Sept 21 Funkh, pres; A J Gibbs, sec. Grundy Center Sept 1-3 R W Sayre sec. Hampton Franklin county Agl Soc Sept 15-18 D Vought sec.

Harlan Shelby county fair Assn Aug 25-28 O P Wyland pres, M K Campbell treas, W T Shepherd sec. Heidelberg Sept 15-18 W F. Hutton sec. Humboldt Humboldt Agricultural Society Fair, Sept 22-25 A M Adams, secy. Ida Grove Ida Co Fair, Sept 22-24 A Preston, sec. Independence Sept 22-25 A H Farwell sec. Indianola Sept 22-25 Carl Anderson sec. Iowa City Aug 24-27 Glen McCrocy sec. Jefferson Sept 22-25 D L Howard sec. Keosauqua Aug 25-28 T C Jackson sec. Knoxville Aug 25-28 T G Gilson sec. Lenox Sept 22-25 M F McElrly sec. Leona Sept 15-18 Marion Woodard sec. Lincolnville Sept 8-11 T J Lovett sec. Malcolm Poweshiek Co Agl Soc Aug 25-28 J W Jones pres, W J Johnson treas, James Nowak sec. Malvern Sept 22-24 J I Swain sec. Manchester Sept 15-18 Peter Boardway sec. Mapleton Maple Valley fair Sept 23-26 A Lamb pres, Ed Quack treas, J B Jerome sec. Maguoguck Jackson county fair Sept 1-4 Adam Ringler sec. Marcus Sept 23-25 H B Roheson sec. Marengo Iowa county Agl Soc Sept 1-4 H A Brown pres, C C Haas treas, D M Knowland sec. Mason City Sept 21-23 C H Tenney sec. Mechanicsville Mechanicsville Agricultural Society Fair, Sept 15-18 A F Fairchild, secy. Menlo Oct 6-9 A H Grael and J E Ruggie pres. Milton Milton Dist fair Sept 8-11 G V Bell pres. E C Holland v-pres, J D Rowland treas, H C Hill sec. Missouri Valley Harrison county fair Sept 21-24 H B Cox pres, G F James v-pres, B H Carlisle treas, A B Hoobrock sec. Monticello Aug 25-28 G E Bishop sec. Mount Air Sept 15-18 N O Darling sec. New Hampton Sept 24 P J Malcolm sec. New Sharon Sept 15-17 Chas Frelich sec. Newton Jasper county fair Sept 14-17 S G Russell sec. National Clayton Co Agricultural Society Fair, Sept 8-11 J C Hempel, secy, Elkader, Ia. Nevada Sept 15-18 W O Payne sec. Oden Sept 22-24 W N Weeks sec. Ogden Sept 15-17 L L Sawyer sec. Orange City Sept 15-18 F J Lohr sec. Osage Sept 15-18 W C Adams sec. Oskaloosa Summer meeting July 3-4 Fall meeting Aug 31 to Sept 3 L T Shangle sec. Ottumwa The Great Ottumwa Fair, August 11-14 C O Taylor, pres; Ben S Benson, secy. Oulverville Oulverville Agricultural Soc Sept 8-11 W G Clark pres, James Merritt treas, S W Lane sec. Pella Lake Prairie Dist fair Sept 29 to Oct 2 Chas DeCook pres, C Rhymsburger treas, Chas Porter sec. Perry Sept 28 to Oct 1 J T Davis sec. Rhoads Eden District Agricultural Society Fair, Sept 15-17 H M Weeks sec. Rockwell City Sept 14-17 B F Ramige sec. Ruthven Lake District Fair Association Fair, Sept 15-17 Esmont Treas. Sac City Aug 31 Sept 3 Jas W Wilson sec. Salem Sept 29 to Oct 2 A S Crew sec. Seymour Sept 21-25 L C Young sec. Shelby Sept 22-24 Roy Linn sec. Sioux City Sioux City Fair Sept 11-19 Strawberry Point Aug 25-28 H A Harrington sec. Sutherland Sept 24 L J Price sec. Tipton Sept 1-4 J S Weinhardt sec. Toledo Sept 28-30 A G Smith sec. Traction Sept 16-18 C A Pratt sec. Victor Victor District Association Fair, Sept 15-17 H W Anger, secy. Villisca Villisca Union Fair Assn Sept 8-11 D W Jackson pres, J N Neill treas, T L Ingram sec. Vinton Sept 22-25 L A Mitchell sec. Wapello Sept 15-18 Oscar Hale sec. Washington Sept 7-11 J S Glasgow sec. Waukon. Allamakee County, C M Bowman, pres; Capt Wm S Hart, secy. Webster City Hamilton Co Fair Association Fair, Sept 14-17 McLeod treas, C M Bowman, pres; Capt Wm S Hart, secy. West Branch Aug 19-21 I T Enlow sec. West Liberty Aug 31 to Sept 3 W S Luse sec. West Point West Point Dist Agl Soc Sept 22-25 Fred R Trimpe pres, John Walljasper sec. West Union Fayette Co Sept 14. Farr sec. Whatcheer Whatcheer District Fair Association, Sept 28-Oct 1 T C Legoe, secy. Wilton Junction Sept 22-25 W M Rider sec. Winfield Sept 14 E C Hickel sec. Winterset Sept 15-18 Hamilton Lee sec. KANSAS. Burlington Coffey Co Agricultural Association Sept 14-18. Fredonia Fredonia Agricultural Association Fair, Aug 25-28 inclusive C H Pierce, pres; J H Edwards, secy. Garnett Anderson Co Agricultural Association, Sept 15. Ola Allen Co Agricultural Association Sept 8-12 Mound City Linn Co Agricultural Association, Oct 6-9. Iola. Johnson Co Agricultural Association, Aug 25-28. Ottawa. Franklin Co Agricultural Association, Sept 22-25 Chas H Ridge sec. Paola Miami Co Agricultural Association Sept 9-Oct 2 J F Donahoe pres, G P Leavitt sec. Seneca Nemaha fair assn Sept 8-11 J J Knapp pres, J A Gilchrist treas, John Stowell sec. KENTUCKY. Alexandria Aug 29-30 Geo R White pres, John T Parks, sec. Curdsville Rilelande Fair July 28 to Aug 2 R T Smith sec. Lebanon Marion Co Fair and Trotting Assn Aug 25-27 Sam T Spalding sec, T H Clelland pres. Paduch Paduch Fair and Exposition Co Fair and Races Sept 23-25 Races July 3 and 4 Jas M Lang pres, Alex Kirk sec. Paris Bourbon Co Agl Soc Sept Geo Alexander pres, T R Ashbrook sec.

Shelbyville Shelby Co Agl and Mech Assn Aug 25-28 T J Dolan pres, W T Higgins treas, John E Uniontown Union Co Fair Aug 4-8 J V Givens pres, W A Berry sec. Winchester July 29 to Aug 1 A Renick pres, Joe B Ramsey pres, Wm H Bosley treas, H C Longenecker sec. Towson, Md. Williamsburg Whitley Co Fair Assn Sept 2-4 Nick Daniel pres, Walker Mason sec. MAINE. Bridgeton Farmers and Mechanics' Fair Second week in Sept Gray Aug 24-27 Wm P Haskell pres, J W Stevenson sec. Hallowell East Somerset Agl Soc P W Thompson pres, S L Mayo treas, S H Goodwin, St Albans sec, H I Williams ass't sec. Sept 8-10 Lewiston Maine State Agl Soc State Fair Aug 31 to Sept 4 S G Jerrard pres, E G Eveleth treas, G M Twitchell, Augusta, sec. Portland New England Fair, Rigby Park, Aug. 19-21 F H Appleton, Pres; E F Rowell, Secy; Warren Brown, Treas. MASSACHUSETTS. Amherst Hampshire county Sep 29-30 Geo P Smith pres, Herbert Sabin sec-treas. Athol Worcester N W Agl and Mech So Oct 6-7 B W Spooner pres, T H Goodspeed treas, J H Hurling secy. Amesbury Amesbury and Salisbury Agricultural Society Fair, Sept 22-24 C W Woods, Pres; J A Davis, Treas; A H Fielden, Secy. Barnstable Barnstable Agricultural Society Fair, Sept 8-10 Henry M Hutchings, Secy. Barre Worcester county West fair Oct 1-2 Geo Mixer pres, Chas H Follansby treas, Matthew Walker sec. Blandford Union county fair Sept 16-18 A L Stewart pres, A H Nye treas, E W Boise sec. Boston Massachusetts Horticultural Oct 6-8 Francis H Appleton, pres, C E Richardson, treas, Robt Manning sec. Bridgewater Plymouth county fair 16-18 N F Ryder pres, H D Packard treas, Henry L Crane sec. Brockton Brockton agl so Sept 30 and Oct 1-3 H W Robinson pres, E M Thompson treas, Ira Copeland sec. Charlestown Deerfield Valley Sept 15-18 C H Leavitt pres, E F Haskins treas, S W Hawkes sec. Cummington Hillsdale Agl so Sept 29-30 S W Clark pres, R R Packard treas, Wm G Atkins sec. Fitchburg Worcester North fair Sept 22-23 Jas L Harrington pres, N C Upham treas, John W Ogden sec. Framingham Middlesex South Sept 15-17 Isaac Damon pres, H L Davenport trea, W P Mayo sec South Framingham. Great Barrington Housatonic county Sep 30 to Oct 2 B Benedict pres, O C Bidwell treas, Frank B Briggs sec. Greenfield Franklin county Sept 24-25 A A Smith pres, Wm S Allen sec-treas. Hingham Hingham county Fair 29-30 E L Ripley pres, Reuben Sprague treas, William H Thomas sec. Lancaster Roy Linn East fair Sept 17-20 E Thayer pres, Lucius Field treas, W A Kilbourne sec, South Lancaster. Lowell Middlesex North Sept 17-19 A C Warren pres, S Drewett treas, E T Howell sec. Marshfield Marshfield county Sept 9-11 Walton Hall pres, Francis Collamore, sec-treas, Middlefield Highland county Sept 9-10 S A Knox pres, M J Smith treas, Jno T Bryan sec. Nantucket Nantucket agl so Sept 2-3 Herbert C Worth pres, Asa C Jones treas, Josiah F Murphy sec. North Adams Hoosac Valley Agl Soc Sept 22-24 W B Plunkett pres, Geo Z Dean v-pres, M R Ford treas, J W Riddle sec. Northampton Hampshire Franklin and Hampden counties Oct 5 H C Comins, pres, D J Wright treas, S S Warner sec. Oarville Oxford Hampshire Aug 25-28 A R Snow pres, H H Thurston sec. Palmer Eastern Hampden Sept 22-23 A D Norcross pres, F B Barton treas-sec. Pennington Hampshire, Francis H Appleton pres, G L Streeter treas, J M Danforth, sec. Lynnfield Centre Sept 22-24. Pittsfield Berkshire county fair, Sept 15-17 W B Barton pres, J W Lewis treas, Frank H Cande sec. South Lancaster Worcester East Agricultural Society Fair, Sept 17-18 John E Thayer, Pres; Lancaster, Mass; W A Kilbourne, Secy, South Lancaster, Mass; Lucius Field, Treas, Clinton, Mass. South Weymouth Weymouth Agricultural and Industrial fair Sept 22-25 Minot Tirrell pres, C S Stowell treas, H Wilbur Dyer sec. Spencer Farmers and Mechanical Association, F B Watson, L Trouty pres, A W Curtis treas, Sept 15. Ola Allen Co Agricultural Association Sept 8-12 Mound City Linn Co Agricultural Association, Oct 6-9. Iola. Johnson Co Agricultural Association, Aug 25-28. Ottawa. Franklin Co Agricultural Association, Sept 22-25 Chas H Ridge sec. Paola Miami Co Agricultural Association Sept 9-Oct 2 J F Donahoe pres, G P Leavitt sec. Seneca Nemaha fair assn Sept 8-11 J J Knapp pres, J A Gilchrist treas, John Stowell sec. MARYLAND. Eastern Talbot Co Fair Association, Great Eastern Shore Fair, Sept. 15-18, Jos. B Harlington, Pres; M M Higgins, Secy. Elkton Elkton fair Sept 8-11 John M Tucker sec and treas. Frederick City The Frederick fair Oct 13-16 Chas N Hargrett pres, D V Stauffer treas, Harry C Keefer sec. Hagerstown Oct 20-23 P A Witmer sec.

Rockville Montgomery Co Fair Sept 1-4 Wm S Miner pres, John Higgins treas, John E Muncester sec. Norbeck. Timonium Maryland State Fair in conjunction with Baltimore Co Fair Sept 1-4 Frederick wren kept pres, Wm H Bosley treas, H C Longenecker sec. Towson, Md. Upper Marlboro Prince George Co Agl Assn Sept 29 to Oct 2 Wm G Brooke sec. MICHIGAN. Allegan Allegan county fair Sept 22-25 Chas S Miner pres, T S Updyke sec. Ann Arbor Washnaw Co Agl and Hort Soc Sept 22-25 T D Kearney sec. Bad Axe Fair and Races Sept 22-25 Henry Haley pres, Mort T Burns treas, Joseph Fremont sec. Coldwater Branch co agl so Sept 21-25 Wallace E Wright sec. Coopersville Sept 22-25 J B Watson, pres; E M Parker, treas; C De Vos, secy. Dowagiac Cass Co Fair Sept 22-25 S Johnson sec. Grand Rapids State Fair, Sept. 7-11. Henry G Gralick sec. Hadley Hadley Dist Agl and Hor So Sept 29-30 and Oct 1 Geo Davenport pres, J M Chalmers treas, A R Smith sec. Hasling Barre Co Agl Soc Sept 22-25 L H Everts sec. Hillsdale Hillsdale agl so Sept 28-Oct 2 Fred A Smith pres, R Branch sec. Ionia Ionia N Stone tree Association, Sept 15-18 Luther Hall, pres; Reuben Gould, treas; Fred Cutler, Jr, secy. Litchfield Union Agl Soc Oct 6-9 R W Freeman pres, J J Lovoy sec, L B Agard sec. Midland Midland Co Agricultural Society Fair, Sept. 2-4 Thos B McCullough, pres; Jas G Culver, secy. Mt Pleasant Oskabele county agl so Sept 22-25 John T Landon pres, Arthur S Coutant sec. Muskegon Sept 15-18. Owasco Shiawassee Co Agl Assn Sept 22-25 Davenport Plymouth Fair Assn Sept 15-18 T C Sherwood pres, F D Holloway sec. Saginaw Saginaw county fair Sept 15-18 Geo Weaver pres, Fred C Zimmerman sec. Washtenaw Co Agl and Hor So Sept 22-25 MINNESOTA. Alexandria Douglas county Sept 22-25 W F Jordan Union Agl Soc Sept 15-19. Blainwell Swift Co Agl Soc Sept 17-19. B N Johnson Pres; H N Stone treas. Bird Island Renville county Sept 16-18 O S Gerald Caledonia Houston county Sept 8-11 E P Carver Carver Co Fair Sept 25 and 26 Frank Warner sec. Chaska Chaska county Sept 24-26 M H Mnyres Duluth Douglas county Fair Sept 29-Oct 1. Duluth St. Louis county Aug 24-27 J E Cooley Fairmont Martin county Sept 10-12 Edley Wards Farmington Dakota Co Agl Soc Sept 9-11 P H Feeley pres, L P Fluke treas, T H Brownell sec. Fertile Polk and Norman county Fair Assn Sept 23-25 John Holten. Hallock Kittson county Aug 24-25 E A Nelson Hamline Minn State Agl Soc Sept 14-14 Ed Wade pres, B B Nolfat treas, E R Randall sec. Howard Lake Wright county Sept 8-10 O P Comer. Hutchinson McLeod Co Agl Soc Sept 16-18 G R Cickrick pres, L A Ritter treas, Harry B Wakefield sec. Kasson Dunge Co Fair Assn Sept 15-18 Aug E Anderson sec. Le Sueur Le Sueur Co Agl Soc Sept 16-18 C N Cosgrove pres, L Quackenbush treas, M W Grimes sec. McIntosh McIntosh Agl Society July 3-4 J P Johnson pres, S H Drew treas, C T Lomax sec. Morris Stevens county Sept 18-19 D Wheaton sec. New Ulm Brown county Aug 28-30 Albert Steinhuser sec. Owatonna Steele county Sept 16-18 J Frank Dean. Pine City Pine county Sept 15-17 J D Vaughan Pipestone Pipestone Agl Soc Sept 15-17 E T Davies pres, N B Briggs treas, R Salf sec. Princeton Mille Lacs county Sept 16-18 J W Harterman. Rochester So Minn Fair Assn Sept 8-12 A T Stebbins pres, T H Titus treas, T R Bear sec. Slayton Murray county Agl and Mech Fair Assn Sept 22-25 W J McAllister. St Paul State Fair and G A R Encampment Aug 31-Sept 5. St. Peter Nicollet county Sept 9-11 J A Johnson Pres; T G Lott, Secy. Watonwan Cottonwood county Sept 23-25 L J Robinson. Winnebago City Fairbault Co Agl and Joint Stock So Sept 24-26 J P Hines pres, H D Damon treas; M H Oliver sec. MISSOURI. Belton Belton Agricultural Association Aug Cape Girardeau South-eastern district agl so Oct 13-17 E H Kinglman sec. Chillicothe Sept 29 to Oct 2 O T Shour sec. Holton Holton Co Agl and Mech Soc Aug 25-28 J J Gacks sec. Fulton Callaway Co Agl and Mech Assn Sept 15-17 H W Vivion pres, D C McCue treas, J R Hamilton Hamilton Fair Aug 25-28 R W Napier pres. Harris Harris District Fair Assn Aug 24-28 D W H Watson sec. Kahoka Clark Co Agricultural and Mechanical Association Fair, Sept 1-3. W M Bouliware, Pres; Joseph Vandolah, Secy. Milan Sullivan Co Fair Asso Sept 9-12 Cora Long sec.

Rockport Atchison county agl and mech assn Aug 25-28 Miles Slicker pres, J W Raines treas Newburg Orange county agl so Sept 15-18 H Gustus Deniston pres, Harry M Waring treas, D A Morrison, Montgomery, sec. Nassau Rensselaer county fair Sept 22-25 Geo Witbeck sec. Oneonta Central New York fair Sept 14-17 L Brown pres, H M Bard treas, L I Huntington sec. Plattsburgh Clinton Co Agl Soc Sept 8-11 W T Burleigh sec. Poughkeepsie Dutchess county agl so Sept 22-25 Reginald Rives pres, C W Swift treas, F R Bain sec. Riverhead Suffolk County Agricultural Society Fair, Sept. 29-30, Oct. 1 Sylvester M. Foster, secy. Rochester Western New York Fair Sept 28 to Oct 3 H A Kingsley pres. Rome Oneida Co Agl Soc Sept 21-25 W D Reese sec. Sidney Sidney Fair Assn Sept 9-10 R McKInnon sec. Syracuse State Fair, Aug 31 to Sept 5 Jas B Docharty sec. Schoharie Schoharie Agricultural Society Fair, Fremont Sept 28-30 Daniel W Jenkins, Pres; John B Grant, Supt of Privileges; Frank K Grant, secy. Westtown Jefferson Co Agricultural Association Sept 8-11 Sterling Hill, pres; Adams Centre; Frank M Parker, treas; Dillin; W R Skeels, secy. Westport Essex Co Agricultural Society, Sept 15-17 W A Tucker, pres; A J Daniels, treas; C E Stevens, secy. Watkins Schuyler county agl so Sept 29 to Oct 1 A L Hunter pres, Geo C Waite treas, Jas P Water sec. Warsaw Wyoming Co Agl Soc Sept 29-30 A A Luther pres, John Underhill treas, W R Crawford sec. Watford Seneca Co Agl Society Sept 29 to Oct 1 E Nugent sec. Whitesny Point, Broome Co Fair Sept 1-4 F E Allen sec. NORTH CAROLINA. Raleigh North Carolina state agl assn Oct 20-22 B Cameron pres, John Nichols sec. OHIO. Akron Summit Co Fair Sept 29, 30 and Oct 1, 2 Albert Hale sec. Ashland Ashland fair Sept 8-11 A W Fritzsche sec. Athens Athens county fair Aug 25-28 S F Wolfe pres, W F Scott trea, C S McDougall sec. Bowling Green Wood county Fair Co Sept 29-30 Fred A S Ropce pres, J G Hickox treas, W R Noyes sec. Bucyrus Crawford county fair Sept 22-25 E B Monnett pres, B Beal sec. Elyria Geauga county fair Sept 15-18 P W Merriman pres, H C Tuttle treas, P W Farwell sec. Bellefontaine Logan county fair Sept 29, 30, Oct 1, 2 H W Strub sec. Canton Mahoning Co Agricultural Society Fair, Oct 29 and Oct 1, B F Baldwin, Pres; Tiger, Ohio; H A Manchester, Treas, Canfield, Ohio; H C Ruffman, Secy, Youngstown, Ohio. Canto Stark Co Fair Sept 22-25 A B Correll sec. Carrollton Carroll Co Fair, Sept 22-25 C A Carrington pres, P W Moore treas. Celina Mercer county Aug 18-21 C W Halfhill Chagrin Falls Cuyahoga county agl ss Sept 22-25 L R Dunham pres, H M Bigalow treas, Wm H Tye sec. Chillicothe Ross county fair Aug 4-7 Clark W Story pres, Theo Spetnagel treas, Henry W Woodrow sec. Cincinnati Hamilton county agl so fair Carthage Aug 18-21 B F Critchell pres, D L Sampson sec. Circleville Pickaway Breeders' Association Fair, July 21-24 W E Morris, pres; W S Smith, treas; A J Grigby, secy. Columbus State Fair, Aug 31-Sept 4 W S Miller, secy. Coshocton Oct 6-9. Croton Hartford Central agl so Sept 8-11 L S Clark sec. Delaware Delaware Co Fair, Sept 15-18 E A Fairman, secy. Eaton Preble county fair Sept 21-25 J E Anderson pres, C F Brooke Jr treas, Henry H Fair sec. Elyria Lorain county fair Sept 29-Oct 2 J L Ried pres, J E Willard sec and treas. Findlay Hancock county fair Sept 23-26 M C Greer pres, G H Hull treas, J J Cole sec. Gallatin Adams and Western Ohio Fair Co Sept 8-11 L McKee sec. Fremont Sandusky county agl so Sept 29, 30 Oct 1, 2 S C Cole pres, T A Lang treas, Jas E Johnson sec. Gallipolis Aug 18-21 H C Johnson pres, Chas E Clark treas, S H Eagle sec. Georgetown Brown Co Agricultural Society Fair, Oct 6-9 J W Herlick, secy. Greenville Darke county agl so Aug 24-28 J M Brown pres, F M Eldon treas, Jno P Lucas sec. Hillsboro Highland County Fair, July 21-24. S P Berry, pres; H I Wiggins, secy. Hicksville Hicksville fair Sept 5-11 J A Mains worth pres, J R Coburn sec. Huntington Sept 8-11. Jefferson Hamilton county fair Sept 22-25 G S Harvey, pres, L M Cornwall treas, B F Perry sec. Kenton Hardin county fair Oct 6-9 J M Fisher pres, F H Rummel treas, A M Rice sec.

Kilman Aug 29-28 H J Forbes sec. Lancaster Fairfield county fair Oct 13-17 T J Barr pres, A I Vorys treas, W T McClunghnan sec.

Cambridge Central Crawford Co. Agricultural Society Fair Sept. 23-25. Chas D Eckles, pres't; Albert S Faber, secr'y; John R Cease, treas.

Arcadia Arcadia Agl & D P assn Aug 25-27 F C Richmond sec. Ashland Co Agricultural Society Fair Sept 9-11; J J McGeehan, Pres't; John A Watson, Treas; R F Spencer, Sec'y.

Almonte, Ont North Lanark agl so Sept 29-Oct 1 A Wilson pres, Jas Robertson treas, W P McEwen, sec. Belleville, Ont Bay of Quinte Dist Exhibition Sept 15-18 W N Panton pres, J M Hurley sec.

Medina Medina county agl so Sept 8-10 F A Branch pres, A T Spitzer treas, Hiram Goodwin sec. Millersburg Holmes county fair Sep 29-Oct 2 G F Gilbert sec.

RHODE ISLAND. Cranston Rhode Island state fair assn Sept 7-11 F E Perkins pres, E H Potter treas, W W Dexter sec.

Green Bay Brown county Sept 8-11 DW Flatley Hortonville Outagamie county agl so Sept 22-25 J T Buck sec.

Baltimore, Md. 1896. Indefinite City of Mexico. International Exposition. Dedicated as a National Exhibit. Apr. Opens as an International Exposition. Sept.

Ontario. The Great Central Ohio Fair, Oct 6-9 Proctor E Leas, secy. Ottawa. Putnam Co. Fair, Oct 6-10 B F Seitz, pres't; A P Sandies, secy.

VERMONT. Barre. Washington and Orange Counties Fair (open to the world), at Granite City Trotting Park, August 18-28 Dunlop Smith, pres't; Herbert A Rugg, sec'y.

NEW YORK. Albany. The Albany State Fair, Sept 22-25. E Bussey pres, H R Sheldon sec. R C Reed treas.

CANADA. Almonte, Ont North Lanark agl so Sept 29-Oct 1 A Wilson pres, Jas Robertson treas, W P McEwen, sec.

WEST VIRGINIA.

WASHINGTON.

WISCONSIN.

CANADA.

CONVENTIONS, ETC.

RACES.



Pictures

Attract attention quicker, tell more in a small space and reach more people than ordinary printed typography.

James A. Reilly in "Urser Max."

Stour City, Ia., May 27 to 30 Johnstown, Pa., May 29 to 30 Colorado Springs, Col., May 30 to June 1 Columbus, O., June 1 to 5

Kittanning, Pa., Aug. 18 to 21 Orlin, Mo., Aug. 18 to 22 Alpena, Mich., Aug. 19 to 21

Conventions, etc. Boston, Mass. World's Food Fair, Oct 5-Nov 9. Keokuk, Iowa Fourth of July Celebration.

\$25.00 PER YEAR SAVED ROANOKE SOAP CO. By using our new wonderful process for making Laundry and Toilet Soap in twenty minutes.

Our New Uncle Sam one sheet. Is just the thing for FOURTH OF JULY Celebrations. Send for Sample. All orders shipped promptly.

STOCK LETTERS FOR Streamers and Stands. Our CAT One Sheet Makes a Great Ad. FOR FAIRS. SEND FOR SAMPLE, FREE.

West Superior, Wis. HARRY BRUNELL, Licensed City Bill Poster. I control all the prominent locations in town. TRY OUR MUSCLE.

DISTRIBUTORS' CHAT. The real annual meeting of the International Association of Distributors will take place at the Leland Hotel, July 24.

The Great Hanner Balloon Co. FURNISH Special Attractions and Features for Fairs. Balloon Ascensions, Parachute Drops, Trapeze Performances, Slide for Life, Bicycle Acts, Tight Rope Performance, Tower Dive, Chariot Races, Roman Races.

The Sen-Sen Co., of Rochester, N. Y., are distributing samples of their remedy. The Charles E. Hires Co., 117 and 119 Arch St., Philadelphia, are distributing booklets.

AMERICAN AERONAUTICAL AND AMUSEMENT ASSOCIATION.
 OPEN AIR ATTRACTIONS OF ALL KINDS. BUILDERS OF HIGH GRADE BALLOON PARAPHANALIA.
 THE FAMOUS AERONAUTS AND ORIGINATORS, **GRAVES-LINSON.**
 ON EARTH AT

Correspond with us. Address, Box 425, Kansas City, Mo., and Put-In-Bay, Ohio. Or Geo. Linman, Sole Eastern Agt., 104 E. 14th St., New York.

We make prices to suit the times. Are prepared to figure on the entire attractions for Fairs. Very close terms for Circuits.

WANTED.—Advertisements for LeSueur County Agricultural Society Premium List. Two thousand books mailed direct to farmers and stock men. Pages 2x8 in. Prices: \$5.00 per page, \$2.00 for a half-page. Copy to reach the secretary by May 20. Books mailed June 1.
 H. W. GRIGGS, Sec'y, LaSueur, Minn.

A Great Fair Attraction.
Kemp Sisters
 Hippodrome and Wild West,
 Congress of Fancy and Rough Riders and Crack Shots.
 G. P. KEMP, Managing Proprietor,
 Permanent Address, EL PASO, ILL.

PRIVILEGES
 Parties desiring any of the privileges of the McIntosh Agricultural So. Fair will please write to
 C. F. LANMAN, Sec'y, McIntosh, Minn.
Stevens Point, Wis.
AUGUST 25-27, 1896.
 We want special attractions. We want bids for wheel, pool and other privileges.
 GEO. E. OSTER, Sec'y.

Entry Books and Account Books
 FOR
Fair Managers.
 My Books Fit the Business. Pull out of the rut and ride on the rail.
 The old system was good enough in Noah's day, but there has been an idea or two even in this business since he was secretary of The First County Fair.
 Send for Sample Leaves,
 If you want to pay \$5.00 for a good thing.
Arthur P. Babbitt
 Ass't Sec'y Wis. State Fair. MADISON, WIS.

The Pickaway Breeders' Association Company.
 State Fair and Races---Circleville, Ohio.
 July 21, 22, 23, and 24, 1896.
 W. E. MORRIS, Pres't. W. S. SMITH, Treas. A. J. GRIGSBY, Sec'y.
EXCELLENT RACES. LARGE PURSES.
NO FAIR or Celebration is complete now a-days without a good balloon attraction. The people expect it, and will go to see it again and again. LIKE THE CIRCUS and the horse race it has come to stay.
 But, how about balloon fakes, who, with their old rotten balloons, disappoint and disgust the people? O! there are lots of them. Mr. Secretary or Mr. Manager did you engage that kind last season? THERE ARE A FEW reputable and strictly reliable aeronauts if you know where to find them. THEY DO NOT COMPETE with the "bum" class, but their prices are right for GOOD HONEST WORK.
 DON'T BE DECEIVED by big sounding names and red letter heads, but send for circulars and full particulars to
 C. H. KABRICH, Sturgis, Mich.

America's Famous Death-Defying
AERONAUTS.
LeROY SISTERS.
 Justly styled the Dauntless Queens of the Air



Now arranging dates with the leading Parks, Summer Resorts, Fairs, Celebrations, etc., for single and double
BALLOON ASCENSIC 'S,
 Balloon Races, Sensational Night Ascensions, all with Parachute Leaps. The greatest drawing attraction in America.
 Notice to Managers: We furnish everything complete, take all chances on weather and property and guarantee every ascension as per agreement or don't ask a cent of your money. Furnish all kinds of printing. For terms and particulars, address
LeROY SISTERS,
 BILLBOARD ADVERTISING, Cincinnati, O.

THE NINETEENTH ANNUAL FAIR OF PEPIN CO. AGRICULTURAL SOCIETY
 Will be held at Durand, Wis., Sept. 23, 24 & 25, 1896. We have the best half-mile track in the state, pleasant grounds, good accommodations all 'round, and always have a successful Fair.
 P. J. RYAN, Pres't. J. J. MORGAN, Sec.

WE ARE NOT KICKERS, BUT EVER READY TO PLEASE.

THE CHICAGO

P. F. SCHAEFER,
 Manager

Estimates cheerfully furnished.

Telephone Main
 4637

Efficient and Prompt Service at all times.

Leading Theatres are our clients.

BILL POSTING

COMPANY

INCORPORATED

Nos. 395-397 WEST HARRISON STREET.

Increasing Facilities Daily.

Work for the following Theatres: Auditorium, McVickers, Grand, Havlins, Marlowe, Columbia, Schiller, Haymarket.

Distributors and
 General
 Advertisers.

We have assumed absolute control of Illinois Central R. R. Bill Posting. The Greatest Suburban Road in the country.

Members of the Progressive and Only Inter-state Bill Posters' Protective Association.

213 N. EIGHTH STREET, ST. LOUIS, MO.
 BILL POSTERS, SIGN ADVERTISERS,
HUEBNER-STOUT SIGN CO.
 WATCH US GROW.

ESTABLISHED 1864.
ALBERT WEBER,
 Licensed Bill Poster and Distributor,
 My reference is my work, which speaks louder than words.
 Office, 330 Camp Street, NEW ORLEANS, LA.

Bill Posting.
 Sign Advertising.
 Distributing.
 180,000 Square Feet of Billboards.

KANSAS Bill Posting Co.

WHY NOT Increase Your Trade? All our Posting, Sign Painting, Distributing, Sampling and Tacking done by special men who are trustworthy and experts in their line.

We own and control all the Principal and Best Boards in . . .

LEAVENWORTH, KAS. WICHITA, KAS. TOPEKA, KAS. ST. JOSEPH, MO.

And Do Work in all Intermediate Towns.

We Paint all kinds of Bulletin, Barn and Fence Signs and Guarantee same for one year.

GENERAL OFFICE,
TOPEKA, KAS.
 L. M. CRAWFORD, Mgr.

WE GUARANTEE 75,000 READERS DAILY. Write for Estimates and Prices.

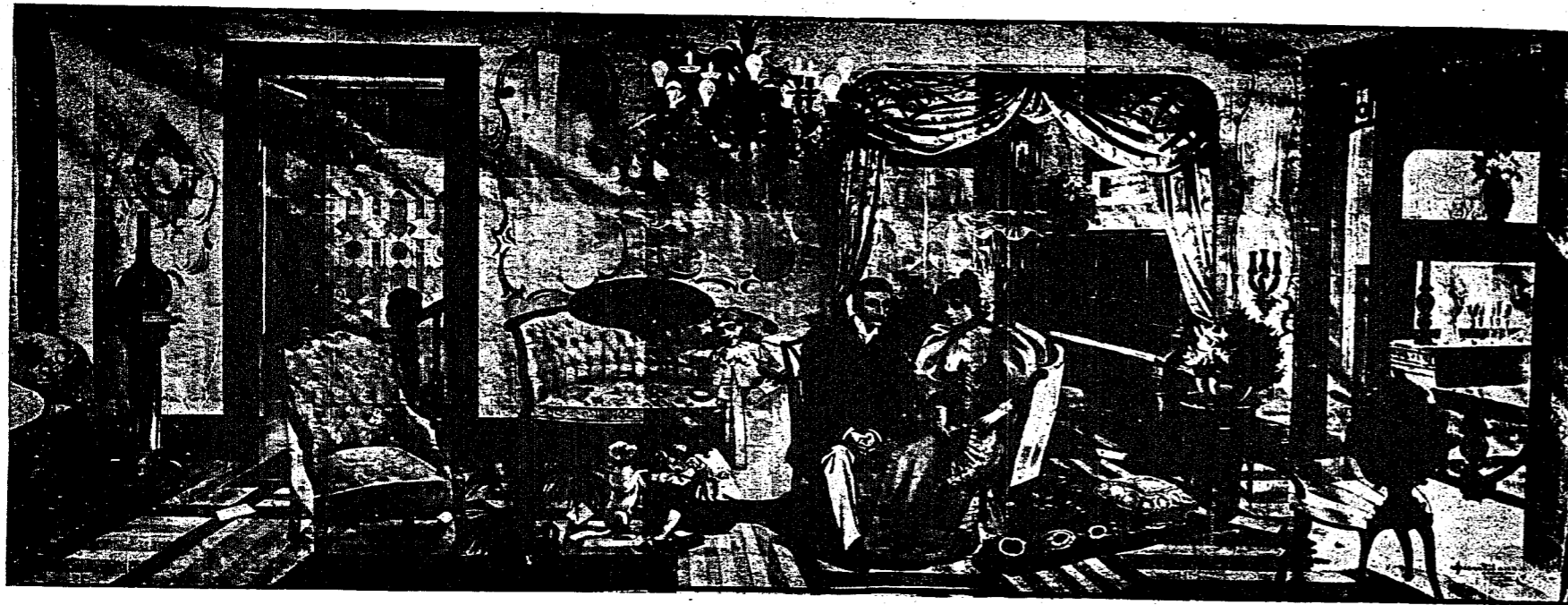
SAY!
 Mr. Advertiser, Let Us Give You Pointers!
 We Post **NANTICOKE** Situated in the Heart of the Coal Regions.
 We Contract **Distributing** For the United States.
Oplinger & Butkiewicz,
 23 Broadway, NANTICOKE, PA.

P. S.—There are millions of cripples who never enjoy the fresh air of the streets, they never see posters, then, how to reach them? Circulars! And the cheapest way is by contracting for the United States through us. We can guarantee you A No. 1 service, and you never have to bother your head as to who is doing the distributing, as that is our part of the contract.

Fairs and Farmers of Pennsylvania
ALL THE FARMERS GO TO THE BLOOMSBURG FAIR.
 WE CONTROL THE DISTRIBUTION SITUATION.

IN '95 OVER 100,000 Paid Admissions. We Gave Satisfaction in '95 and expect to in '96. IN '96 150,000 EXPECTED.

DONALDSON'S New Pictorial Posters.



The above cut is as good a half-tone as we could obtain in the limited time at our command. It does not do the bill anything like justice, and will be made over at once. It is supposed to represent our new fifteen-sheet FURNITURE POSTER. One of the best stands ever printed. It sells at sight. It measures six feet high and seventeen feet long. Photographs free to agents and bill posters. Samples, \$1.00 Each.

Prices Cross-lined, that is to say, reading matter printed across the top of the stand:

5 for \$10.00	20 for \$25.00	75 for \$ 75.00
10 for 15.00	25 for 30.00	100 for 95.00
15 for 19.30	50 for 55.00	150 for 135.00

Prices with Streamers, (a five-sheet streamer), making a twenty sheet stand in all:

5 for \$12.00	20 for \$29.00	75 for \$ 81.00
10 for 18.00	25 for 34.50	100 for 102.00
15 for 23.00	50 for 60.00	150 for 145.00

We have also recently issued new designs in Posters for Newspapers, Fairs, Races, Bicycle Races, Fourth of July Celebrations, Balloon Ascensions.

Samples Free to Agents, Bill Posters and Job Printers.

NOTE—Our New Designs for the Fall, Winter and Holiday Trade will be ready on or about June 20.

The Donaldson Litho Co.

CINCINNATI.

1896. THE DONALDSON GUIDE

3d Edition now in process of compilation.

Will embrace every town of over four hundred and fifty inhabitants in the United States and Canada, with a full and complete description of each.

It gives the population of the town.
It gives the population of the county.
It gives the name of the bill poster.
It gives his street address.
It gives the name of the distributor.
It gives his street address.
It gives the name of the opera house.
It gives the name of the local manager.
It gives the names of the halls.
It gives the names of their managers.
It gives the names of the newspapers.
It gives the names of the editors.
It gives the date of publication.
It gives the names of the dramatic critics.
It gives the names of the dramatic correspondents.

It gives the name of a good attorney.
It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10 1/2, handsomely bound in cloth and gilt.

In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopedia and the International Professional Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued.

The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributors and show printers to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc. Blanks are provided for this purpose by the publisher and can be had upon application.

It is to the interest of every bill poster and distributor to have his town properly represented and described. Let the advertiser know his resources and the number of people he can reach. Let the showman know the circus license and whether there is a desirable lot. Tell the theatrical manager what kind of theatres, opera houses, or halls you have.

It will bring you business.

Because it will be consulted almost daily by the advertisers, showmen and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put in an advertisement immediately following the description of it, stating the present population, together with such other advantages as it may possess. The advertising rates are very reasonable. Twenty-five cents per agate line for a year's advertising is in fact exceedingly low. At this rate a space of half inch single column comes to \$1.75, or an inch to \$3.50.

REMEMBER, that the DONALDSON GUIDE will henceforth be published largely in the interests of bill posters, distributors and advertisers. Heretofore it has been given over almost entirely to managers of opera houses and showmen, but from now on this will be changed. Give it your endorsement. Talk it up. Enlist the interest of your local managers. In fact, aid it in any manner you can. It's a good thing, and if accorded the support it deserves will be a big thing for all parties interested.

The price of the Donaldson Guide is \$3.00 each, and it is worth many times its cost to those who need it. To persons, however, who have not yet had an opportunity of examining the work, or agents who desire to canvas for subscriptions of advertisements, a copy of the current edition, of which a few are still on hand, will be sent upon receipt of \$1.00. Address all communications or inquiries to the publisher.

SEND FOR BLANKS
W. H. DONALDSON,
Cincinnati, Ohio.

THE LEADING SHOW PRINTERS
(LITHOGRAPHIC OR BLOCK)
IN THE UNITED STATES USE

THE AULT & WIBORG CO'S POSTER INKS

ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI-NEW YORK-CHICAGO

ELDER, JENKS & RABORG

'Excelsior'
Circus Paste
—AND—
BILL POSTERS' BRUSHE'

Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush made. Will not come apart. Used and recommended by Barnum, Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada.

Size 9 inch.
Price \$30.00 per doz.
\$3.25 Each.
Extra Extra for Circuses.
\$40.00 per Doz. \$4.00 Each.

Sent C. O. D. to all parts of the Country
ELDER, JENKS & RABORG
Brush Manufacturers

127 N. Fifth Street, Cor. Cherry. PHILADELPHIA.

ROOSEN INK WORKS

MANUFACTURERS OF
PRINTING AND
LITHOGRAPHING
INKS
AND DRY COLORS.

31 & 33
SOUTH FIFTH STREET,
BROOKLYN, N. Y.

CHEW GOOD TOBACCO.
**SHAKESPEARE
PLUG TOBACCO**
CHAMPAGNE FLAVOR.

Is made from the best selected Kentucky Burley Leaf, wrapped in Gold Foil, and is just sweet enough to be good.
Sent by mail in neat paper boxes, 1 lb., \$1.00; 1/2 lb., 50c; 1/4 lb., 25c.

IT'S AN ELEGANT CHEW.
FALLS CITY TOBACCO WORKS,
117 & 119 Bullitt St., Louisville, Ky.

Let's Get Acquainted?

Send for our Specimen Book; that will introduce us, but Don't forget to ask about our CHINESE BLACK.

Just for fun, you know—not business—for, of course, you are perfectly suited and would not change your ink for your father's. Yes, we know, sounds natural.

Eagle Printing Ink & Color Works
148-152 Monroe Street, Chicago.

To the first ten persons sending us orders for our inks, resulting from this ad in "Billboard Advertising," we will send a handsome present. So be sure and mention this paper

Printer's Ink Helps Advertisers!

It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of advertising.

Enables you to profit by the experiences—and adopt the methods—of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable.

Instructs you - and exemplifies—how to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about mediums, tending to aid you in selecting profitable ones to advertise in.

Subscription price now \$5 a year. Sample copy, 10 cents.
10 Spruce Street, New York.

When you write, mention *Billboard Advertising*.

DEAFNESS CURED

and RUSSIAN HEAD
ENTIRELY CURED BY
Peck's Pat. Improv'd TUBULAR EAR CUSHIONS.
Tubular, Convex and Concave, and Music Horns. Complete for all other Remedies fail. Sent only by
J. S. PECK, 302 E. Second Street, St. Louis, Mo. U.S. Pat. No. 141,114.
C. L. B. WRITE FOR ILLUSTRATION BOOK OF PROOFS, FREE, NO AGENTS

130,000 Surface Feet of Bill Boards
ALL UNDER THE CONTROL OF

Chamberlin, Barhydt & Co.

BURLINGTON, IOWA.

We post what you pay for.
You get a show for your money.

Absolute adherence to rigid business principles has established us as the leading

Poster Posters

Of the Mississippi Valley.

Inter-state Prices.

Our Boards are all new—built of matched lumber, painted tops and ends, with moulding and weather strips.

Our Work Will Not Wash
Or blow off of the boards, and a protected display means something.

PEORIA, ILLINOIS.
62,000 Population.

Has the finest equipment and plant in the West. Paper pasted there is money well spent. We also control plants in Davenport, Oska-loosa, Marshalltown, Quincy, Burlington, Fort Madison, constituting the Iowa and Illinois Circuit of Theatres.

G. RUNEY & SONS,

Bill Posters, Distributors and Sign Contractors,

G. RUNEY AND SON WAUKEGAN, ILL., CIRCUIT 18 CITIES.

Use in Town Here

WE ARE NOT SUPERSTITIOUS BUT WE DO BELIEVE IN SIGNS.

TRY THE BILL BOARDS THEY WORK WONDERS

3000 RUNNING FEET OF BILL BOARDS

50 NORTH CHICAGO	100 GRAYS LAKE
50 LAKE BLUFF	100 LAKE VILLA
75 LAKE FOREST	250 ANTOCH
75 FORT SHERIDAN	30 PIKEVILLE
200 HIGHLAND PARK	250 RUSSELL
30 DEERFIELD	150 WADSWORTH
150 LIBERTYVILLE	250 GURNEE
50 ROCKEFELLER	100 WARRENTON
50 IVANHOE	1000 WAUKEGAN

BUY NEW YEARS PRESENTS FOR MEN & BOYS AT THE **MODEL** WAUKEGAN. VARIETY GREAT PRICES SMALL

J. LANYON & SON WAUKEGAN, ILL. THE NEW **HARDWARE STORE** EVERYTHING NEW.

Use in Town Here

REFERENCES: SECURITY SAVINGS BANK, BRADSTREET'S, R. G. DUNN & CO., BILL BOARD ADVERTISING.

ADVERTISE IN THE JOURNAL PUBLISHED MONTHLY BY G. RUNEY & SON. CIRCULATION 6000.

Licensed City Bill Posters.

Members of the Inter-state Bill Posters' Protective Association.

OWN AND CONTROL ALL BILLBOARDS AND DEAD WALLS IN

WAUKEGAN, ILLS.

BESIDES A CIRCUIT OF EIGHTEEN ADJACENT CITIES.

Merchant

You Stick to the People, and They will Stick to You, and the only way to do it in Nanticoke, is to

LET US STICK TO YOU

23 Broadway,

Oplinger & Butkiewicz,

Nanticoke, Pa.

City Posters and Distributors,

We distribute Luzerne county.

We control the situation for '96 of the Bloomsburg Fair. Includes the farming centre of Pennsylvania. Over 100,000 People paid admissions in '95. Send for circular.

Why Not Post Boise City, Idaho?

Fifty Conventions will bring thousands of strangers to this city during the summer.

Spaulding & Gordon, Licensed City Bill Posters,

Will do your work properly. TRY US.

MY NEW ADDRESS IS

107 West 28th ST.

NEW YORK.

Sam W. Hoke

DISPLAY ADVERTISING.

Burnitt

BILL POSTER AND SIGN ADVERTISER

ARDMORE IND. TER. POP. 6500.

ONLY TO GIVE US A SHOWING FOR INTELLIGENCE AND HONESTY.

WE REALLY WANT YOUR WORK: WILL TRULY DO IT RIGHT:

A NEW AND GROWING COUNTRY. A VIRGIN SOIL FOR ADVERTISERS.

Designer of DESCRIPTIVE Posters

WRITE FOR PRICES

BILL POSTERS' PASTE BRUSHES.

The two leading brands of America, both of which are Hand Made, Copper Bound and Steel Riveted.

The "Nonpareil"

No good brush is cheaper than this brush.

PRICES.

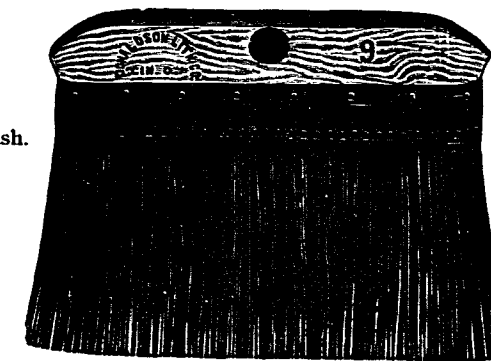
8 Inch,	\$2.25 Each
9 "	\$2.75 "
10 "	\$3.00 "

The "Unexcelled"

No good brush is better than this brush.

PRICES.

8 Inch,	\$2.75 Each
9 "	\$3.00 "
10 "	\$3.25 "



THE DONALDSON LITHOGRAPHING CO. CINCINNATI, OHIO.

NEW LONDON, WIS. Pop. 5000

J. C. HICKEY, CITY BILL POSTER AND DISTRIBUTOR.

Member of the Inter-State Bill Posters' Ass'n.

WASHINGTON, PA. **A. B. MEANS,** BILL POSTER.

Owens and controls all the principal boards in town. Member Inter-State Bill Posters Protective Association.

Do you collect Art Posters?

See "THE POSTER" Magazine. Monthly. Illustrated. \$1 a year. Send 10 cents for sample copy. WILL M. CLEMENS, Publisher, P. O. Box 1716, New York.

500 Fresh Gummed Addresses of Agents and others, all over the U. S. Just the thing for those doing a mailing business. Price 50 cents, silver, per copy. Address **J. T. LUMPKINS, NEVA, VA.**

MATTAPAN, BOSTON, MASS. ADVERTISERS SEND WORK TO **DAN'L L. CUSHING, 108 River st.** Distributor and General Advertiser.

1869 Taunton Bill Posting Co. 1896

BILL POSTERS & DISTRIBUTORS, Best Boards. Best Stock. Best Workmen. **A. B. WHITE, Mgr. and Treas.** Office, 45 Cohannett St., Taunton, Mass.

BELOIT, Population 8,000.

JANESVILLE, Population 14,000.

Spencer Bill Posting Co

Members INTER-STATE Bill Posters' Association and International Association of Distributors.

BILL POSTING, DISTRIBUTING, GENERAL ADVERTISING. 10,000 FEET OF BILLBOARDS. CIRCUIT, 25 TOWNS.

E. DOCKSTADER, Manager. Office, No. 4 S. Jackson Street, JANESVILLE, WIS.

"The Bill Poster"

The English counterpart of *Billboard Advertising*. Subscriptions 50 cents per year, post free, may be sent to No. 127 East Eighth St., Cincinnati, O.

THE GREAT AMERICAN ENGRAVING & PRINTING CO.,

INCORPORATED—Established in 1857. Capital, \$50,000. Surplus, \$10,000. This plant is entirely paid for, there is no perous or other plasters on it. **T. R. DAWLEY,** all know him, he has been around this corner 40 years, *Pres. & Manager.* **G. S. TAYLOR,** *Secretary and Treasurer.* **JAMES H. GARVEY,** a rusher, *Supt.* **R. E. BOYLANCK,** another rusher, *Superintending Typographer.* **L. D. TOMSONE,** *Supt. of Engraving Works.* **ROBT. TOMSONE,** *Chief Artist and Superintendent of Drawing Department.*

RECENTLY REFITTED WITH NEW AND MODERN TYPE AND LATEST IMPROVED NEW PRESSES.

NOT HOW CHEAP, BUT How Good! PRICES Must be Right.

Running Night and Day when Required.

EVERY BILL POSTER WANTS AND NEEDS

PROFITABLE ADVERTISING

The Advertiser's Trade Journal of New England. Full of ideas and suggestions for the Publicity Seeker. Subscription Price, \$1.00 per year. Send for sample copy.

KATE E. GRISWOLD, Editor and Publisher. 13 School Street, BOSTON MASS.

SIDNEY, OHIO, C. P. ROGERS CITY BILL POSTER.

Owens and controls all billboards and dead walls in the city. Also DISTRIBUTING carefully attended to.

ELGIN, ILL. Population 25,000

ELGIN BILL POSTING Advertising & Distributing Co. Only licensed Bill Poster in the city. **FRED W. JENCKS, Prop'r.**

TRENTON, NEW JERSEY. **The Trenton Bill Posting Co.**

Owens all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing.

WM. R. WILLIAMSON, Manager. 1000 Circulars, size 8x12 or smaller mailed in ten days for \$1. 100, 10c. silver. Small papers mailed for 20c. per 100. Satisfaction guaranteed. Address **J. T. LUMPKINS, NEVA, VA.**

The Advertising Novelty Co. Third St. CINCINNATI, O.

W. D. HENDERSON, JR., Prop'r. Manufacturers and dealers in everything for Advertisers, including calendars, cards, novelties, blotters, foot rules, yard sticks, ink wells, thermometers, folders, hangers and clocks.

HAVE YOU COVERED OUR CIRCUIT? PATTERSON, 100,000 And NUTLEY, 20,000. PASSAIC, 20,000. WALLINGFORD, 7,000. RUTHERFORD, 7,000. CARLSTADT, 2,000. GARFIELD, 2,000. FRANKLIN, 1,500. CLIFTON, 1,500. DELAWARE, 1,500. **LODI.** The service is perfect. Results will be satisfactory. Send on work for Distribution. Write to **PASSAIC ADVERTISING CO. PASSAIC, N. J.**

EVANSVILLE, INDIANA POPULATION, 75,000. METROPOLIS OF SOUTHERN INDIANA. EVANSVILLE BILL POSTING COMPANY

The HUSTLER ADVERTISING CO. PRINTERS, POSTERS, MAILERS, AND DISTRIBUTORS. 24 North Miner Street, FT. WAYNE, IND. W. H. CASE, Manager. Prompt Service by Reliable Men.

J. M. Dishon and no other Goes forth in haste, With bills and paste And proclaims to all creation, Men are wise who advertise In the present generation.

Terre Haute, Ind.

B. T. ROBINSON, City Bill Poster, CLIFTON FORGE, VA.

Correspondence Solicited.

No Office Complete Without It. Business A Practical Journal of the Office

It saves money by discovering the best way of doing things in the office. It treats particularly upon ACCOUNTING, OFFICE ROUTINE, BUSINESS MANAGEMENT AND ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, TRANSPORTATION, COMMERCE and ECONOMICS.

The stated departments of the paper include OFFICE MAIL BAG, being letters from practical men on office and business topics; OFFICE RECORD, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting studies in successful publicity; INSTITUTES AND ASSOCIATIONS, recording the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers.

Monthly, 40 pages, illustrated, including supplement, \$2 a year. Sample copies (mentioning this advertisement) free. KITTREDGE COMPANY, Publishers 13 Astor Place, NEW YORK.

PUSH ARE YOU IN IT? That's what make business a success—the more push, the greater the success—IF the push is in the right direction. PUSH is a little journal "published for progressive people." It helps business men push in the right direction. It has enthusiasms, but it doesn't go off half-cocked. Let us send you a free sample copy. PUSH PUBLISHING CO., Springfield, O.

STEINBRENNER'S CINCINNATI DISTRIBUTING SERVICE. A thorough, efficient and economical means of reaching the buyers of Cincinnati, Ohio. We are in a position not only to guarantee honest service but also a reasonable proportion of direct results. Address: W. H. STEINBRENNER, 811 Vine Street, CINCINNATI, O.



MAKE YOUR OWN CUTS. Almost every day you see good cuts appearing in the papers, trade journals, magazines, catalogues, etc., which would make splendid advertising cuts for your business. We have a process by which every reader of BILLBOARD ADVERTISING can make his own cuts, whether he be an artist or not. No experience or skill required. You can reproduce, very quickly, any of the pictures you find printed in any kind of a paper, or you can take it from a photograph, pen and ink drawing or a lead pencil drawing, and the cost will be less than five cents per cut. No camera or other outfit needed. Special offer to readers of BILLBOARD ADVERTISING. Send stamp for particulars. Dept. 4, The Zinc Process Co., Goshen, Ind. apl-3t

LICENSED BILL POSTING, TACKLING, DISTRIBUTING. J. S. CRAIG, 319 LEXINGTON AVENUE, HASTINGS, NEB.

J. T. ELMORE & CO. BILL POSTERS, 76 MADISON ST. CHICAGO.

By appointment Solicitor Interstate Bill Posters' Protective Association, bonded.

It Costs Nothing!

Wanted! Ladies

You get a facsimile of your signature engraved and a plate for printing with a yearly subscription for BILLBOARD ADVERTISING. \$1.00 pays for both, and either alone would cost \$1.00.

Write name in black ink, and enclose the amount. BILLBOARD ADVERTISING, Cincinnati, O.

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THE STAR COIL SPRING SHAFT SUPPORT AND ANTI-RATTLER. THE DECATUR SHAFT SUPPORT CO. Decatur, Ill.

LIST OF MEMBERS OF THE INTER-STATE Bill Posters' Protective Association . . . Association . . .

With their Prices, Facilities, &c. Corrected Monthly.

Table listing members of the Inter-State Bill Posters' Protective Association, including names, towns, states, and prices for various services like 'Can handle the following' and 'Prices Listed, Protected and Renew'd'.

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There are two classes of advertising: "Billboard" or wall advertising, and the other varieties. The first is CERTAIN—a safe investment, a plain business proposition; all the others are SPECULATIVE—bringing returns to-day, falling flat to-morrow. Billboard Advertising, as we execute it, COMPELS notice; rivets the eye "by main strength," pushes itself with irresistible force into the memory of the spectators. Besides the 40,000 feet of fences that we control, we have hundreds of thousands of feet of other spaces—dead walls, etc.—all in populous centers and acknowledged by advertisers the finest lot of billboards in the world. We are the only executors on this Coast of LITHOGRAPH PAINTING, a close imitation of a lithograph by means of paints and brush.

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- | | | | | | |
|----------------------------------------|---------------------|-------------------------|-------------------------|-----------------------|----------------------------------------|
| California Fig Syrup Co. | Coos Bay Coal Co. | Geo. F. Eberhardt & Co. | Hub Clothing Co. | Trojan Shirt Co. | Port Costa Mills. |
| Beeman Chemical Co. | Columbia Theatre. | Laumeister Mills. | Columbian Woolen Mills. | Stearns Bicycle Co. | D. Ghiradelli & Co. |
| American Tobacco Co. | Orpheum Theatre. | Eagleson & Co. | J. Gordon, the Tailor. | Sterling Bicycle Co. | Oregon Railway and Navigation Company. |
| Liggett & Myers Tob. Co. | The Examiner. | H. Plageman & Co. | Pabst Brewing Co. | Majestic Bicycle Co. | And hundreds of OTHERS. |
| Carlson-Currier Silk Manufacturing Co. | Wellman, Peck & Co. | Golden Rule Bazaar. | Pearline. | Seavey's Millinery. | |
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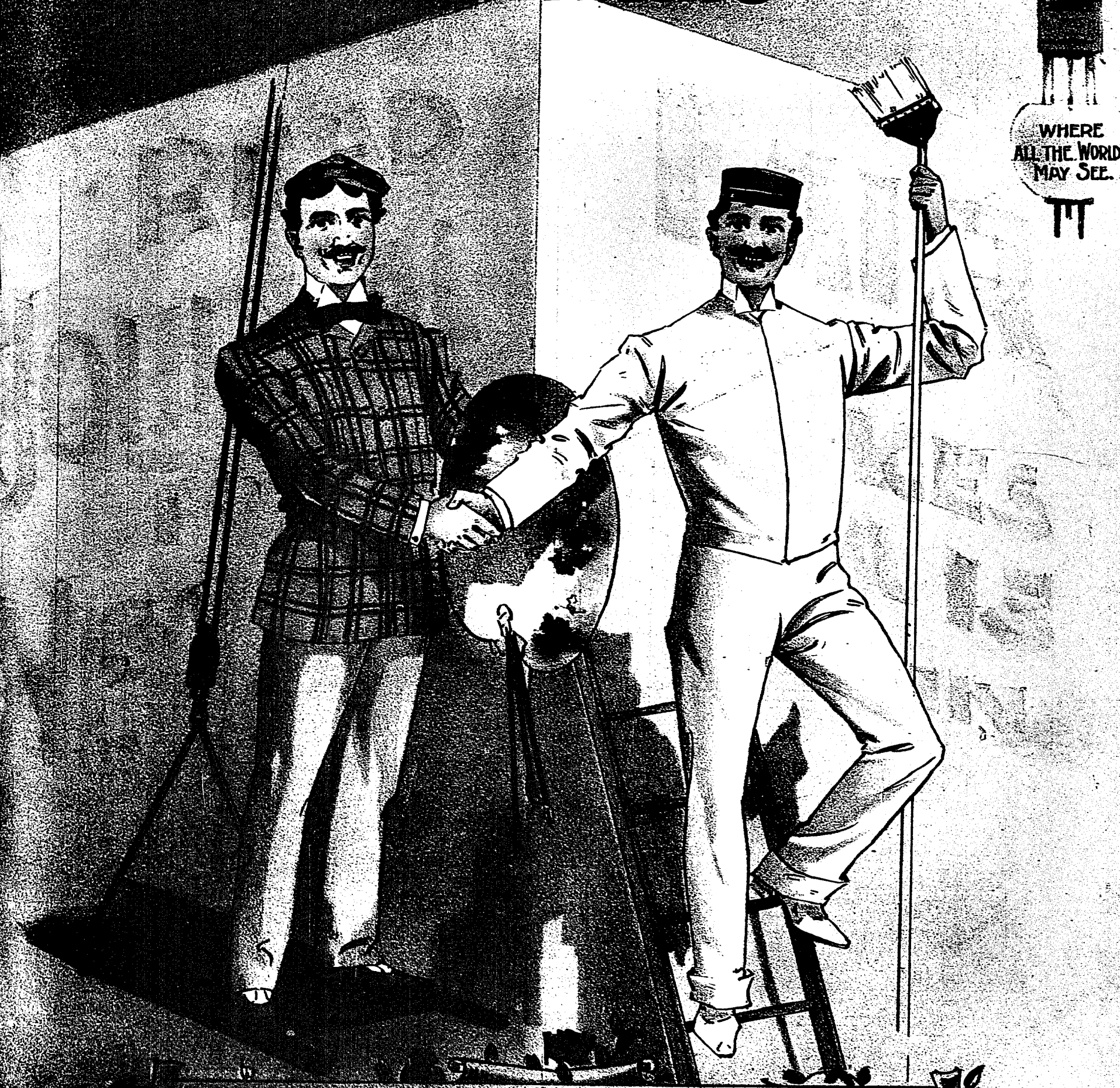
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